

• JANUARY 1958

# BUTANE-PROPANE

A CHILTON PUBLICATION

## News

MANAGEMENT AND  
PLANNING ISSUE

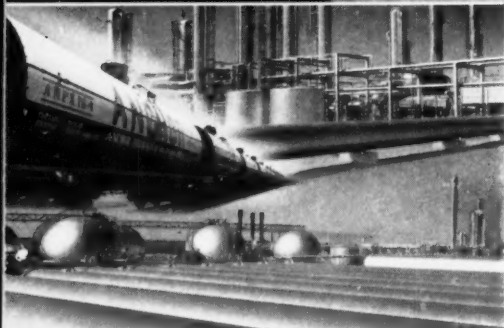
The 1957  
Phillips Report

HEADQUARTERS FOR L.P. GAS INFORMATION SINCE 1931



# Happy

You'll make us happy during the coming year if you'll just think "Anchor" whenever you need LPG . . . carload or train-load . . . Contract, or if you're running short. Anchor service will make you happy.



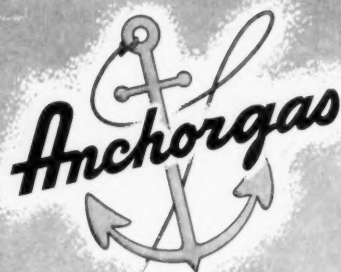
# New

Anchor service is not new, but it's still best. But Anchor is adding new facilities; new, modern plants, streamlined methods; to serve you better with the best gas . . . that's Anchorgas



# Year

Of course, a year 'round contract is best with Anchor, and we hope you'll seriously consider calling us on it. But, contract or no, when you need LPG this year, call Anchor . . . Tulsa CHerry 2-7261.



## from ANCHOR

PETROLEUM CO. • TULSA, OKLA.

SALES OFFICES: Toledo, Sioux City, St. Paul, Shreveport, Hattiesburg, Gulfport, Savannah, Oklahoma City, Houston, Midland, Long Beach, San Francisco, Seattle, Calgary

## for the small cylinders



Model RC-20A—for temporary installations, special applications, demonstrations, etc.



Model PC-20APL—plumber's pot cylinder for plumbing and refrigeration service.



Model PC-5—small, 5-pound cylinder for demonstrations and special industrial applications.

## with more big features



Model CC-20A—"cash and carry" type for small domestic installations.



Model PC-20A—for industrial applications, demonstrations, trailers, camps, etc.



## choose Hackney

5 pounds, 20, 25, 40, 50, 60—right on up, Hackney LP-gas cylinders deliver *more* valuable features and pay off in *more* ways.

Two-piece construction minimizes seam area... requires only one weld around the circumference. Lightweight construction permits easier, faster handling, and lower shipping costs.

### Built for long-lasting strength

Using selected high-quality steel, Hackney's cold drawing process assures uniform wall thickness. Controlled heat treatment increases over-all durability.

Each cylinder complies with ICC regulations and Hackney's own exacting production standards.

### Equipped with the features you want

Noted for its clean design, these versatile cylinders are carefully painted for added protection, and equipped with sturdy foot rings that withstand abuse. Protective collars, removable hoods or removable caps as you require.

Write for details on the cylinders that set the pace for the industry.



## Pressed Steel Tank Company

Manufacturer of Hackney Products

1487 South 66th Street, Milwaukee 14, Wisconsin

Branch offices in principal cities

LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS

# HITCH YOUR WAGON TO SINCLAIR'S "FAMOUS FIVE"



You'll be headed for a new high in sales when you tie in with Sinclair LP-Gas and the pulling power of the five famous Sinclair extras — INTEGRITY, REPUTATION, QUALITY, PERFORMANCE and GOOD SERVICE. Ask us today for the full story on this top quality LP-Gas with high heating value — moisture and impurities removed. Then, make the switch to Sinclair!



**Sinclair Oil and Gas Company**  
Liquefied Petroleum Gas Sales Department  
Sinclair Oil Building, Tulsa, Oklahoma

**SINCLAIR**  
*A Great Name in Oil*

# To Serve Completely . . .

*Contact Your  
nearest  
Sales Office  
for Complete  
information*

No matter where you operate . . . anywhere in the 48 states . . . you **NOW** have one of our sales offices near you, staffed by men eager to explain why our top-notch facilities . . . coupled with a deep desire to serve . . . makes the **WARREN DEAL** the kind you will be happy to have.



**WARREN PETROLEUM CORPORATION**  
TULSA, OKLAHOMA





A CHILTON PUBLICATION

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JANUARY 1958

# BUTANE-PROPANE

## News

Volume 20-Number 1

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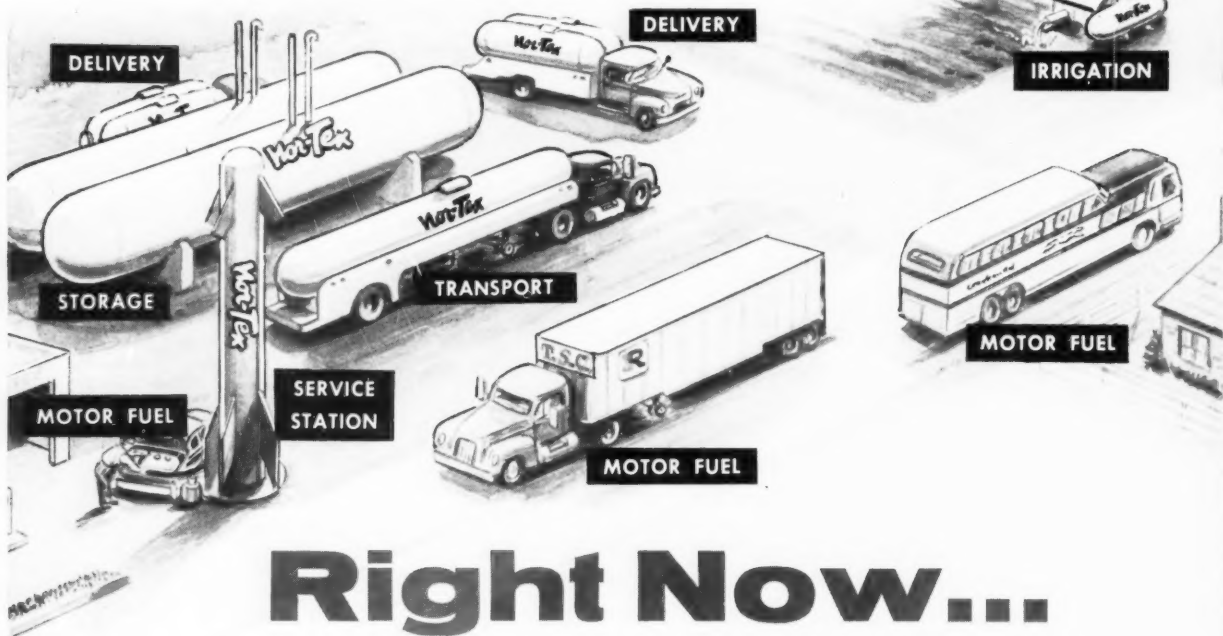
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# SERVE THIS RICH LPG WITH LOW COST *Nor-Tex*

**WHATEVER YOUR NEEDS** in LPG equipment there is a factory tailored Nor-Tex unit ready for you. We are truck distributors and we manufacture LPG Truck and Transport Tanks, all types of LPG Tractor and Motor Fuel Tanks, Portable LPG Filling Stations, new space-saving vertical "Rockets", Trailer Tanks, LPG Storage and Domestic Tanks, Farm Carts and Anhydrous Ammonia Tanks, all built by men with years of Butane-Propane bulk plant experience. Phone, wire, or write us. Interested attention, experienced assistance and helpful suggestions are always yours for the asking.



## Right Now...

there are Nor-Tex Conversion Fuel Tanks in use on trucks, busses, cabs, pleasure and business vehicles, tractors and farm machinery, pumps, construction and earth moving equipment, materials handling equipment, pipelines and drilling equipment . . . in fact, on all types of Internal Combustion Engines. Plan, now, to serve this rich LP-G fuel tank market in your area.

WRITE, WIRE  
OR PHONE  
FOR PRICES



**Truck Owners Praise Nor-Tex 100-Gal. ( PER SIDE ) Step Tanks**

More and more fleet and individual truck owners are installing Nor-Tex custom made LP-G fuel tanks to increase their pay loads and lower their operating cost. They praise Nor-Tex tanks for their safety features and special design for placing the weight on the front axle.

National Sales Agents for

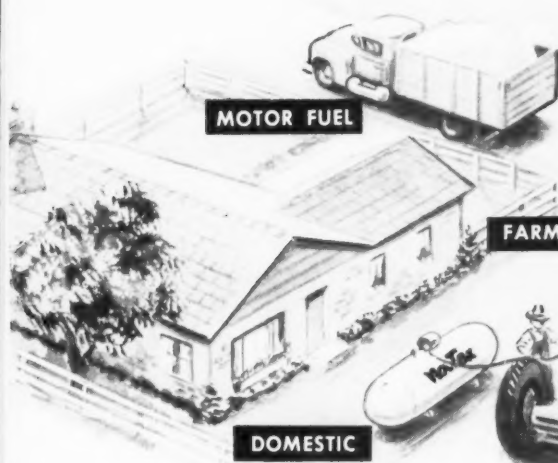
**BALANCE YOUR LOAD THE**

# NORTH TEXAS

# FUEL TANK MARKET CUSTOM TANKS

**Nor-Tex TRAC-TOR TANKS** are available for immediate delivery in every size and design to fit all models of Allis Chalmers, Case, John Deere, Ford, Ferguson, International, Farmall, Massey Harris, and Oliver tractors. Steering shaft through tank styles also in stock. Nor-Tex custom-built tanks come complete with mounting brackets and fittings for quick, easy installation. All Nor-Tex tanks are "production line priced."

**Nor-Tex MOTOR FUEL TANKS** are available for immediate delivery in every size and design for all truck models. Complete with brackets for quick, simple, easy mounting. The streamlined welded steps snug the chassis and are flush with the fenders. Comes complete with fittings installed at 90% level. Just bolt them on and connect them up.



## Sell Tractor Conversions

Conversion business is booming! Nor-Tex continues to go "all out" to provide dealers with the means of overcoming the "ratio bugaboo." With users reporting fuel savings up to 60% and oil consumption reduced up to 80%, many dealers have already made great strides in balancing their summer and winter loads. Consider the many possibilities pictured. Plan them into your program. Let Nor-Tex help you overcome the "BALANCE" problem. Our experience and help is yours for the asking.

Immediate Delivery On All Units  
Write, Wire or Phone for Prices

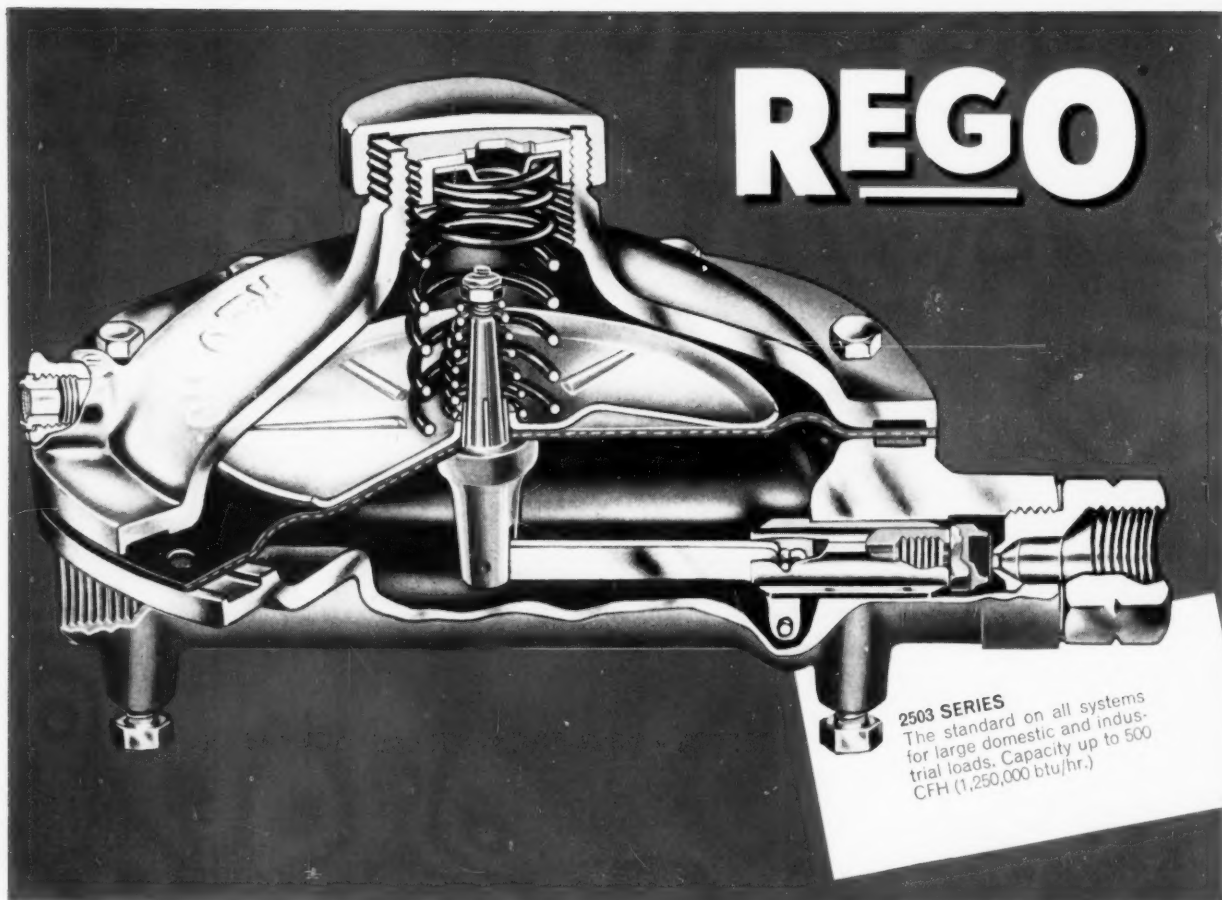
**Nor-Tex**  
**LOW COST**  
**LPG**  
**Financing**

A PLAN TO MEET EVERY NEED

**NOR-TEX WAY — FINANCE THE BALANCE**

# TANK CO.

P. O. BOX 1219  
DENTON, TEXAS  
DUpont 2-5416



**2503 SERIES**  
The standard on all systems for large domestic and industrial loads. Capacity up to 500 CFH (1,250,000 btu/hr.)

You name it . . . **REGO** makes it in reliable,



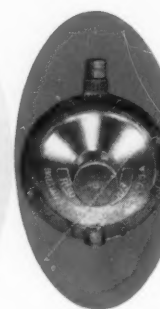
**2403 SERIES**  
Standard for domestic installations using ICC cylinders, and small bulk storage systems. Capacity up to 250 CFH (625,000 btu/hr.).



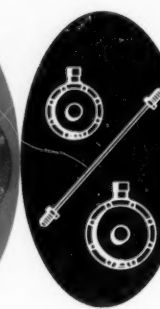
**2303 SERIES**  
A high quality, small size regulator for loads up to 50 CFH (125,000 btu/hr.).



**2302 SERIES**  
An inexpensive regulator, ideal for mobile, home and salamander loads up to 60 CFH (150,000 btu/hr.).



**2503G4 TOBACCO BARN REGULATOR**  
Supplies 12 to 20 burners at 11" to 15" pressure. Capacity, 500 CFH (1,250,000 btu/hr.).



**5070 BACOPAC OUTFIT**  
Complete 2-stage outfit specifically designed for tobacco barn installations.



**1586 SERIES—BIG BLUE BOY**  
For commercial and industrial loads—asphalt batch mixing plants, bar wagons, restaurants, hotels. Capacity up to 3500 CFH (8,750,000 btu/hr.)—2" NPT connections.



**1588 SERIES—BIG BLUE BOY**  
Similar to 1586 Series, but with 1" NPT inlet instead of 3/4".



**DO YOU KNOW**  
it will pay you dividends to join!



*First, Foremost and Finest*

BUTANE-PROPANE News



# Regulators . . . the finest your money can buy!

## HERE'S WHY!

**Delivery Pressure Is Uniform** over a wide range of flow, regardless of considerable variation of inlet pressures.

**Lock-Up (Shut-Off) Pressures Are Lower** because diaphragm area is larger in proportion to the nozzle as compared with ordinary regulators. This higher mechanical advantage gives greater closing force, positive control.

**Capacity Is High** in hot weather or cold because diaphragms and seat discs, developed through extensive research, perform dependably in arctic or tropical temperatures.

**Quality—The Finest**, built of finer materials which cost more but which give better performance and greater user satisfaction.

**Die Cast Aluminum Bodies and Bonnets** resist corrosion, protect themselves in any service environment, are lightweight, have higher tensile strength and never deteriorate even after long years of service.

**Produced For Performance**—not for a price. RegO regulators are built for long-range reliability. That's why they're your best buy . . . now and always.

## DON'T LET SERVICE CALLS ROB YOU OF PROFITS

Suppose you make a service call 10 miles away. At 15¢ a mile for your service truck (yes, we said 15¢), that's \$3.00 round trip plus a minimum of \$2.00 for travel time. Suppose it takes only a half-hour to install a new regulator—another \$2.00. Altogether, the call has cost you \$7.00, plus the cost of the regulator.

Let's assume this was one of 50 regulators you bought "at a price"—say 10¢ per unit less than RegO. True, at that time, you "saved" \$5.00, but with this first service call you already are \$2.00 in

the red (plus the cost of a regulator) . . . and you still have 49 more of those "bargains" to worry about.

RegO customers say the few pennies more they may occasionally pay for RegO regulators is the best part of their investment, for it represents the extra quality that makes such a purchase sound business.

You get no "deals" from RegO—just technical excellence, unquestioned top quality, honest value for proved performance and peace of mind. Product integrity and customer confidence have made, and keep, RegO the leader!

## quality regulators



### RED GIANT SERIES

The favorite first-stage regulator for all domestic systems.



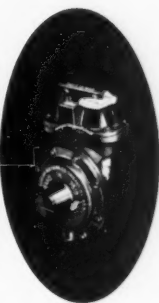
### RED GIANT ASSEMBLIES

Pressure gauge provides a check of delivery pressure as well as a means of isolating difficulties on service calls. Designed to fit under all system hoods.



### 7523 SERIES

Automatic throwover manifold to convert manual systems to automatic. Direct or remote service indicator optional. Inverted flare or POL inlet connections.



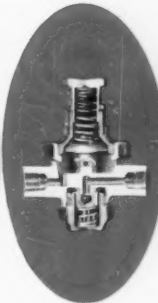
### CERTIMATIC REGULATORS

Certified-performance automatic outlets for CP ranges and other modern appliances. Make your customers warm friends with these.



### 408 & 408 SERIES

Compact, rugged, high-pressure regulators for torches and other portable high-pressure burners.



### 467 SERIES

Small, sturdy, inexpensive regulator for pounds-to-pounds regulation of pressures up to 45 psi.



### 489 & 1140PA SERIES

Large-capacity, heavy-duty first stage regulators for flash vaporization on liquid withdrawal industrial systems.

The **BASTIAN-BLESSING** Company

4201 West Peterson Avenue • Chicago 30, Illinois



Style leaders of the world's most complete truck line, new A-Line INTERNATIONALS are available from half-ton size to 33,000 lbs. GVW six-wheelers. New more powerful, more economical power plants include engines with factory-installed LPG systems. Widest choice of components and equipment. Match your pocketbook, match your job with the INTERNATIONAL that is truck-built to stay on the job longer at *least* cost.

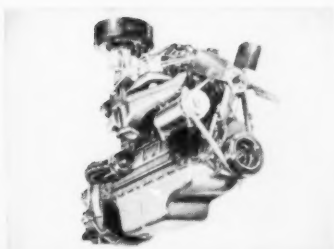
Remember, there's an INTERNATIONAL Truck and specialized power for every hauling job. In the heavy-duty field, V-8's with GVW 24,000 lbs. and up, GCW 50,000 lbs. and up. Choose from four- and six-wheel conventional and COE models.



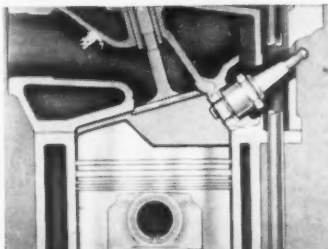
# INTERNATIONAL TRUCKS

# 9 Power Choices

*More reasons why you'll find  
International Trucks cost least to own!*



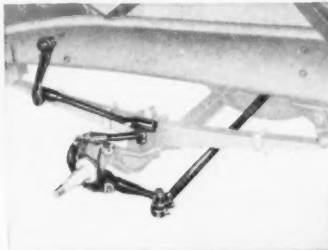
**Complete choice of engines** to performance-match the truck with your load and hauling conditions.



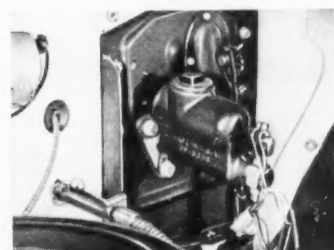
**Less running and upkeep expense** with improved combustion chamber design and greater internal efficiency.



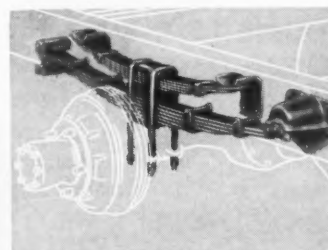
**Most comfortable cab** in its class. Biggest windshield, widest seat. Quiet, level ride. Exclusive cab mountings.



**Shorter turning circles, safer and easier handling.** Steering gears mounted ahead of the front axle.



**Safer stops with less foot pressure** due to new easy-to-service underhood master cylinder and suspended pedals.



**Smoother riding and longer life** with long, wide leaf springs that increase stability and reduce chassis height.

**No one engine** ideally satisfies *all* hauling requirements. That's why INTERNATIONAL Trucks in the range from 4200 to 33,000 lbs. GVW offer you *nine* power choices.

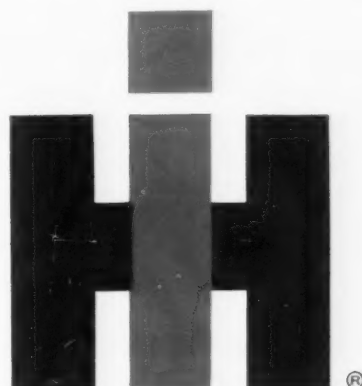
There's a complete range of new, redesigned engines in sizes to suit your needs—including models for LPG. And to match your job requirements, you can choose from the most economical to the highest horsepower "six" in its class.

All told, you have nine ways to go. Nine ways to get more *usable* horsepower. Nine ways to keep operating and maintenance costs down.

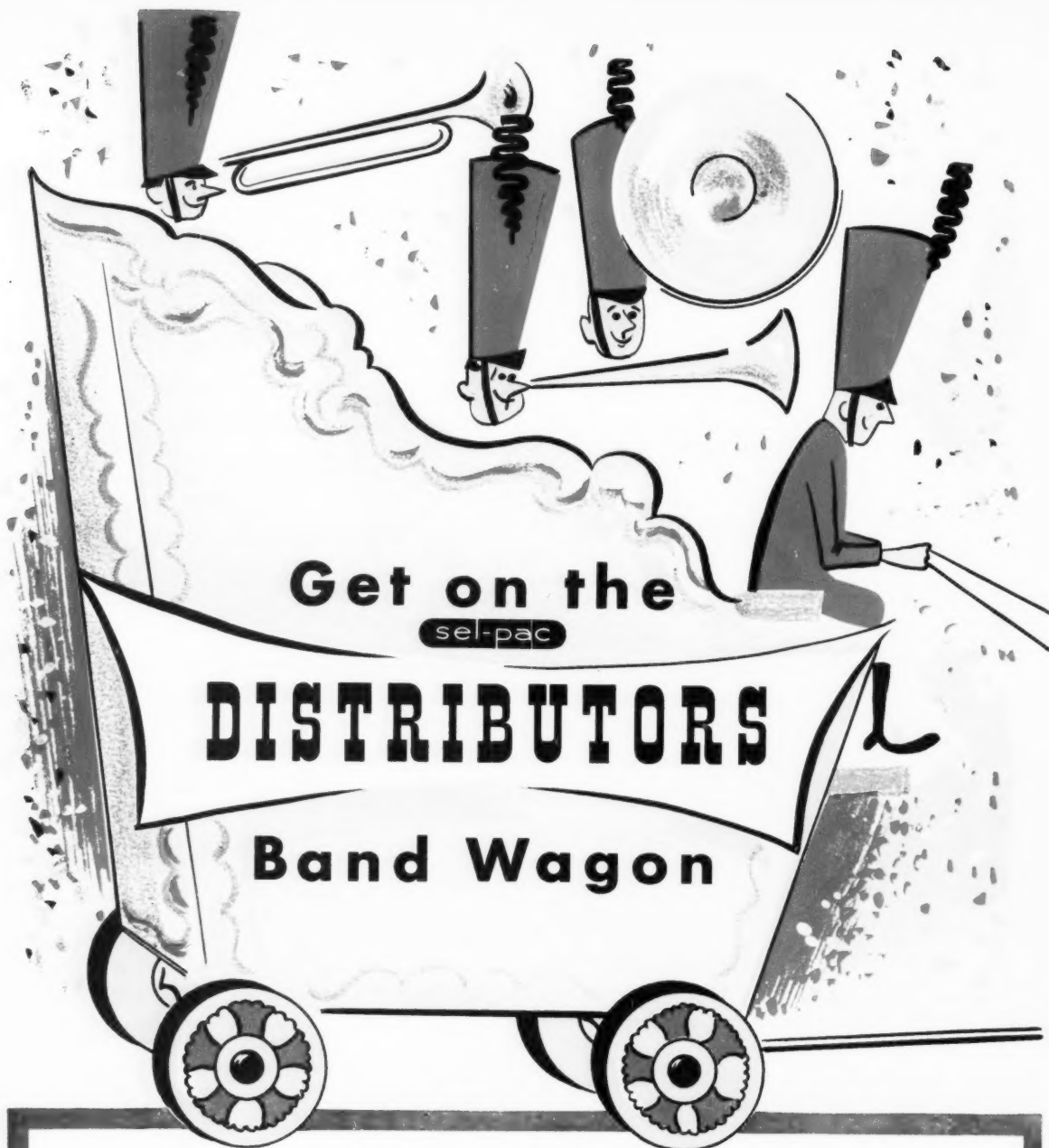
Along with these welcome benefits you get famous INTERNATIONAL dependability and economy. INTERNATIONAL Trucks cost least to own. Cost records prove\* it. Your INTERNATIONAL Dealer can prove it with the right model for you. See him soon.

\*Signed statements in our files, from fleet operators throughout the U.S., back up this statement.

cost least to own!  
.....



INTERNATIONAL HARVESTER COMPANY, CHICAGO  
Motor Trucks • Crawler Tractors  
Construction Equipment • McCormick®  
Farm Equipment and Farmall® Tractors



Get on the  
sel-pac  
**DISTRIBUTORS**  
Band Wagon

We can't get all our distributors in one band wagon! Take a look today at our long list of representatives—all eager, aggressive, capable, full-of-fire—all selling equipment by first rendering a good service. The list reads like a "WHO'S WHO" in the LP-Gas Industry. It's actually more inclusive

than a "WHO'S WHO" because within this moving organization are scores of trainees who tomorrow will be leaders in the LP-Gas business.

Ask your local distributor for Sel-Pac's complete catalog and prices and make your own comparisons

*SEL-PAC is on the move! GET ON THE SEL-PAC DISTRIBUTORS BAND WAGON NOW and go places!*

**SELWYN-PACIFIC COMPANY**  
P. O. Box 61031, Los Angeles 61, California

**sel-pac**  
THE MARK OF LEADERSHIP



## THE **sel-pac** DISTRIBUTOR ORGANIZATION

### ALABAMA

Pond-Johnston & Co., Inc.  
403 Beauregard Street  
Mobile, Alabama  
Phone: HEMlock 8-1622

### CONNECTICUT

Arthur Hahn Company  
211 Walnut Street  
Hartford, Connecticut  
Phone: JA 2-6275

### FLORIDA

Pond-Johnston of  
Florida, Inc.  
7200 N. W. 29th Court  
Miami, Florida  
Phone: NEWton 4-8138

### INDIANA

Indiana Oil Equip. Co., Inc.  
417 Madison Avenue  
Indianapolis 25, Indiana  
Phone: ME 5-9367

### IOWA

Valley Industries, Inc.  
Box 111  
Mt. Pleasant, Iowa  
Phone: 139

### KENTUCKY

Sel-Pac of Kentucky  
311 East Second Street  
Owensboro, Kentucky  
Phone: MURray 4-3366

### LOUISIANA

Pond-Johnston of  
Louisiana, Inc.  
3165 Choctaw Drive  
Baton Rouge, Louisiana  
Phone: 7-7504

### MINNESOTA

Vincent Brass &  
Aluminum Co.  
124 12th Avenue South  
Minneapolis 15, Minnesota  
Phone: FE 9-7061

### NEW YORK

Continental Gas Equip., Inc.  
35 Jefferson Street  
Monticello, New York  
Phone: 3090

### NORTH CAROLINA

Continental Gas Equip., Inc.  
4001 Hillsboro Road  
Raleigh, North Carolina  
Phone: TEMple 4-5718

### OHIO

Sel-Pac of Ohio  
19 South Fostoria Street  
Springfield, Ohio  
Phone: FAirfax 4-1841

### OREGON

Western Utilities Supply Co.  
1905 North Williams Ave.  
Portland 12, Oregon  
Phone: MURdock 4164

### TEXAS

Sel-Pac of Texas  
2024 Farrington St.  
Dallas, Texas  
Phone: RIVERSide 8-2915

### WASHINGTON

Western Utilities Supply Co.  
5409 Ohio Street  
Seattle 24, Washington  
Phone: RANier 7025

### WISCONSIN

Vincent Refrigeration &  
Htg. Supply Co.  
2245 West Fan du Lac Ave.  
Milwaukee 2, Wisconsin  
Phone: DIVision 4-0250

### IN CANADA

major distributors are:  
**Canadian Propane Ltd.**  
P. O. Box 668  
Edmonton, Alberta, Canada  
Phone: 2-0724

**Arden Sutherland & Son, Ltd.**  
P. O. Box 570  
Strathroy, Ontario, Canada  
Phone: 1067

**FOR EXPORT TO ANY  
POINT IN THE WORLD:**

**Overseas Operations Ltd.**  
354 South Spring Street  
Los Angeles 13, California  
Phone: MADison 9-1177

In addition to these major distributors,  
over 150 additional trained personnel  
are in the field selling and servicing  
Sel-Pac products.

**sel-pac**

# WHO'S WHO

## IN THE WORLD OF LP-GAS EQUIPMENT

### DIRECT SEL-PAC DISTRICT MANAGERS:

1

Mr. Arthur Mietzel  
110 Sloan Circle  
Beaver Dam, Wisconsin  
Phone: TURner 5-9177

2

Mr. Jess Ward  
379 Union Avenue  
Middlesex, New Jersey  
Phone: ELLiot 6-3321

3

Mr. Jack Crawford  
P. O. Box 61031  
Los Angeles 61, California  
Phone: DAVIS 3-6660

**sel-pac**  
THE MARK OF LEADERSHIP

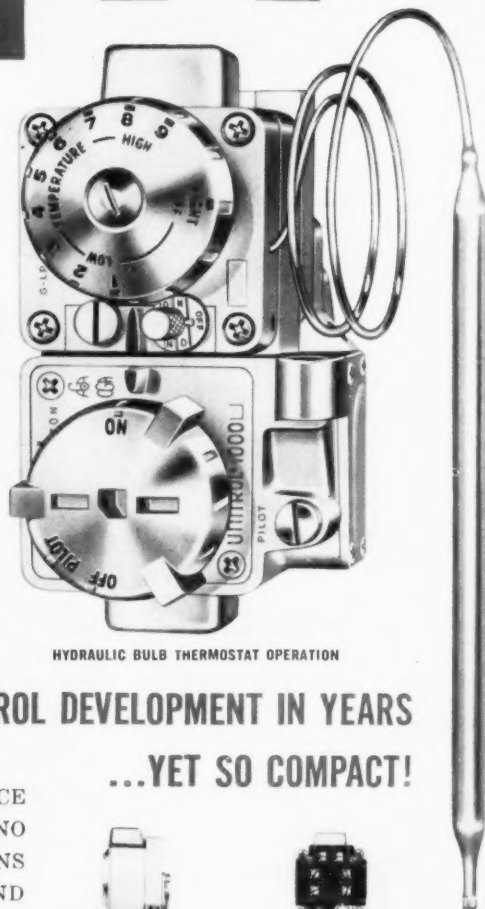
**SELWYN-PACIFIC COMPANY**  
P. O. Box 61031, Los Angeles 61, Calif.

**SEL-PAC is on the move! GET ON THE SEL-PAC DISTRIBUTORS BAND WAGON NOW and go places!**

IT'S BRAND

# NEW

## ROBERTSHAW UNITROL 1000



HYDRAULIC BULB THERMOSTAT OPERATION

**BIGGEST SPACE AND CENTRAL GAS HEATING CONTROL DEVELOPMENT IN YEARS**

**...YET SO COMPACT!**

HERE IS A NEW WAY TO LOWER INVENTORY AND SERVICE COSTS: IN THE FIELD... IN YOUR PLANT, WITH NO SPECIAL TOOLS REQUIRED, YOU CAN SELECT COMBINATIONS OF THE BASIC CONTROL (MANUAL OPERATION) AND ANY OF THESE FIVE UNITS TO PROVIDE FOR HYDRAULIC BULB OR ROOM THERMOSTAT OPERATION.

- Snap action, self-contained, hydraulic thermostat
- Snap full on—Snap off to bypass hydraulic thermostat
- Snap on to high flame—Throttle down to bypass—snap off, hydraulic thermostat
- Room thermostat silently operating gas valve (24 volts)
- A gas pressure regulator



MANUAL  
OPERATION



ROOM THERMOSTAT  
OPERATION

*inquire today—contact:*



**Robertshaw-Fulton**

CONTROLS COMPANY

GRAYSON CONTROLS DIVISION, LONG BEACH, CALIFORNIA

**BPN**

# Letters

## Legitimate gripe

Illinois

We sell LPG-fired grain dryers, for which we must rely on local LPG dealers to install the tanks and connect them up with the machines. We have trouble getting them to follow the installation diagrams supplied by the factory. These call for high capacity first stage regulator at the tank and  $\frac{1}{2}$  in. tubing to the second stage regulators at the burners.

These dryers have a demand load of 3 to 10 million Btu/hr. We have installations that are emptying a 1000 gal. tank every 48 hours. The factory has conducted adequate tests, and they know that the tank, pipe, and regulator specifications show what is necessary, and that these units will do the job. The burners operate intermittently, and we have never had a 1000 gal. tank fail to supply enough fuel.

Our gripe is that the LPG dealer tells the purchaser of our grain dryer that a 1000 gal. tank will not handle it, and that he does not need a high capacity regulator at the tank, and that a  $\frac{3}{8}$  in. line will carry enough fuel. He does it his way, the dryer does not work properly and everybody is unhappy. We have seen some of these same dealers run  $\frac{1}{2}$  in. lines to supply residential gas installations with not more than 400,000 Btu on the line. How do they expect to get by with a smaller line to a grain dryer that consumes several times as much fuel?

All we ask is that these dealers follow the instruction sheets that come with the machines. After that the responsibility is on us—and we know that the dryer will give them satisfied customers and a good gas load.

D. D.

*We have heard this before from other sources. In our opinion the gentleman has a legitimate gripe.*

*The manufacturer should know better than anybody else what is needed to supply the fuel requirements of his equipment. He writes the specifications, and if they are followed, he and only he is responsible for the way the dryer operates.*

*Why try to take over the manufacturer's obligation and lose yourself a gas sale that will run to several thousand gallons?—Ed.*



## Inspection of cylinders, valves

Japan

In our country cylinders must be inspected every three years by the Ministry of International Trade & Industry and articles of inferior quality must be rejected, but such a regulation has never applied to valves. We wonder if it would be necessary to have valves as well as cylinders inspected.

Please give us answers to the following questions:

1. Does an instrument such as the State or a corporation inspect propane cylinder valves in the United States?
2. Does the instrument reinspect them at fixed periods?
3. Can the instrument order the trade to reject valves of inferior quality or to continue to use approved valves?
4. How often is reinspection required?
5. Have you laws which prescribe that valves in use must be rejected after any given number of years?

M. S. C.

*Many years ago, cylinders for L. P. gas service were inspected and hydrostatic tested every five years. Later, after more experience was gained, the period of hydrostatic test was extended to every 10 years.*

*It was later learned that very few cylinders were rejected from service from results of the hydrostatic test. Nearly all rejections were made because of defects noted by visual inspection of the outside.*

*In 1954 the hydrostatic test requirement was discontinued and a visual inspection is now required every five years. We are enclosing page 52 from our August, 1954, issue of B-P News which tells "How to Make Visual Cylinder Inspections."*

*The valves are given a visual inspection at the same time as the cylinder. The valves are checked every time a cylinder is filled to see that they are in satisfactory condition and close properly.*

*Most of the companies which fill cylinders in this country make a general inspection for damage or corrosion every time the cylinder is filled. Defective cylinders are repaired or removed from service immediately.*

*In answer to your specific questions we offer the following:*

*1. No, the valves are not inspected. When a valve is manufactured it is designed and constructed to meet certain specifications. The design of a new valve and a test valve is submitted to a testing laboratory or recognized authority. If it meets the design and test requirements, it receives the approval of the recognized laboratory or authority; and they permit the manufacturer to use their symbol of approval. They periodically inspect a few valves to see that quality standards are being maintained. They do not inspect used valves.*

*2. No.*

*3. Governing authorities can order a defective piece of equipment, whether valve, cylinder or other part of a system, to be repaired or removed from service if it creates a hazard.*

*4. There is no set period for valves. Some states require inspection at regular intervals.*

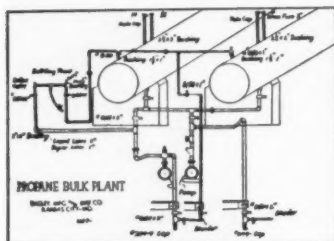
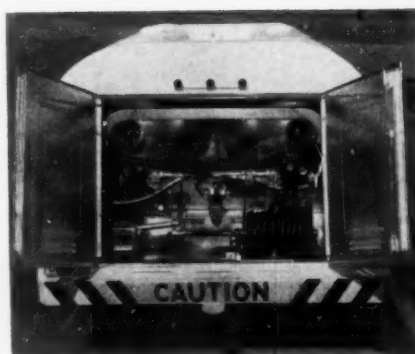
*5. No.*

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Most of the above information applies to all equipment.

Owners of the business are held responsible for damage or injury to property or persons. They carry insurance to protect themselves and their business in case of accidents. If they do not operate their business in a safe manner, then insurance companies will not protect them, or will charge so much for the protection that the owner of the business cannot make a profit and will be unable to continue his business. This makes the owner operate his business and equipment safely and keep the valves, cylinders, etc., in proper condition.—Ed.



### A lesson in venting

Nebraska

A year ago I installed a propane 70,000 Btu floor furnace. I made the bad mistake of not using "Metalbestos" flue pipe instead of the regular flue pipe on an 8-ft run to a brick chimney. The chimney has no liner.

During the cold winter the flue gas condensed and soaked through onto the plaster and wallpaper. I installed "Metalbestos" but then the cold weather broke and I have not had a true test since. During the hot weather this summer the moisture is still seeping out.

Will the "Metalbestos" stop the condensing? What temperature should the flue gas be when it comes out of the top of the chimney? Is there any way or anything that could be put in the chimney to help dry it out? This inside chimney is about 22 ft high.

M. S. S.

A gas heating appliance should never be vented directly into a masonry chimney. Gas burning appliances work efficiently and the products of combustion are not very hot as they leave the appliance. Water vapor condenses on the cold masonry of the chimney, and also the products are cooled down by the cold chimney walls until no draft is provided. A masonry chimney will seldom, if ever, become warm enough to function properly with a domestic gas heating appliance.

A lined masonry chimney gives no better service to the appliance, but the lining may keep the moisture from passing through the brick wall and cause damage.

A gas fired heating appliance



Reach a new **HIGH** in unit heater sales!

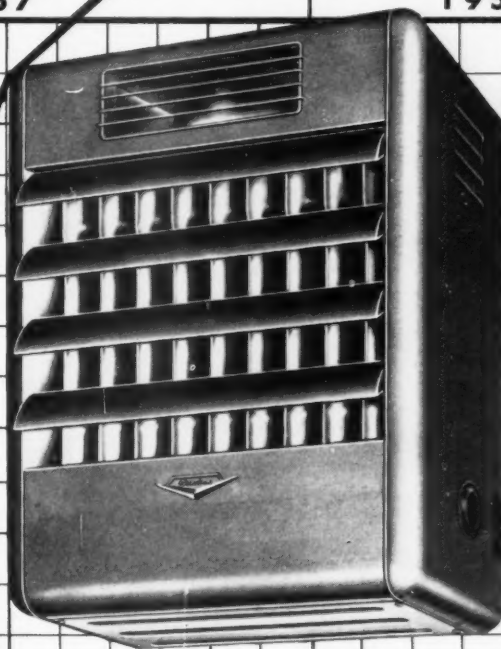
1956

1957

1958

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The new red-and-black Metalbestos "Safety Seal" identifies an all-Metalbestos vent designed in accordance with the Metalbestos "Safety System" Gas Vent Tables. It's a visual reminder to builders and contractors, inspectors and home-owners that you've installed:

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- ➡ **QUALITY MATERIALS** — Famous Metalbestos double-wall design combines non-corrosive aluminum and damage-proof galvanized steel for permanent installation and operation.
- ➡ **JOB-SITE ECONOMY** — Metalbestos "Safety System" Gas Vent Tables eliminate wasteful, costly oversizing ... let you plan "correct-to-the-inch" vent sizing before you go to the job.



Find out how the new Metalbestos "Safety System" can solve your gas vent problems ... increase your over-all job profits. Write Dept. M-1



Stocked by principal jobbers in major cities. Factory warehouses in Akron, Atlanta, Dallas, Des Moines, Newark, Chicago, New Orleans, Los Angeles

should always be vented through an approved Type B vent of proper size for the appliance. The appliance should always be provided with a draft hood of approved design and size for the appliance. It should be a part of the appliance or a part of the vent or vent connector from a gas appliance and located at the outlet of the appliance.

Approved Type B vents can be placed inside masonry chimneys to provide proper and safe venting for gas heating appliances, providing the flue is not otherwise used as a passageway. An insulated vent like this within the chimney will act as an independent vent, separate and apart from the chimney itself. The vent gases will then float up and out safely for the insulated vent keeps them warm.

Leaving the chimney flue open at the top, and removing the clean-out door at the bottom, provides an open circuit of free flowing air which will move through the masonry flue around the vent to dry out a moisture soaked chimney. —Ed.



### Hard to meter liquid LPG

North Dakota

Our 18,000-gal. bulk storage tank is located approximately 210 ft. from the farmer's elevator. They have installed a crop dryer and we would like to know which would be the most practical. Run a direct line or install a separate tank for their use?

In the event a direct line would be the best, what size tubing and what make of meter would you recommend? This gas would pass through the line as a liquid.

E. D.

*It is difficult to meter liquid L. P. gas unless the system is properly designed and provision made to keep the fuel in liquid form until it has passed through the meter. It requires a pump or some other method to increase the pressure of the liquid above the saturated pressure and temperature found in the storage vessel.*

*If the liquid is metered at storage tank pressure, serious inaccuracies develop because the liquid pressure is reduced through the pipe, valves, fittings, and meter. This pressure drop causes bubbles of gas to form and the meter re-*

cords a volume of liquid and gas.

Unless you include a pump to increase the pressure of the liquid 10 or 15 lb. above that in the tank, before it enters the meter, it will be best to use a tank at the elevator. Also, some meters are not accurate at very low rates of flow (under one or two gallons per minute). You did not advise the fuel rate for the dryer. This will have a bearing on the line size.—Ed.



#### Valve testing

Holland

We are importers of LPG tanks and the equipment necessary for these items.

We are facing the problem of testing the equipment to obtain the safest and longest service we can.

Could you please, therefore, advise us as to the best method we can use.

Further, please inform us about the calculation of capacity of the excess flow valves and safety relief valves.

I. I. E.

The Underwriters' Laboratories (leading testing service in this country) requires the valves to close at a maximum differential pressure across the valve of 20 psig. Most manufacturers build their valves to function well inside this limit. However, in designing their valves they have variations and factors incorporated in the basic design formulas to meet special characteristics of their design.

The manufacturers keep this information to themselves and we are not able to advise you of it. Even if we were able to give you their formulas you would not have the knowledge with them as to how the valves, seats, or springs are designed to meet the requirements.

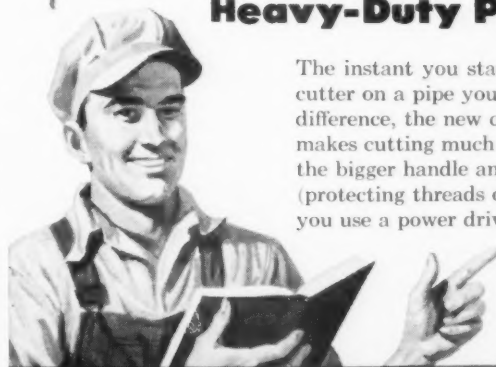
Most of the manufacturers have engineering data included in their catalogs which advises the buyer or user how much vapor or liquid, either butane or propane, the valve will pass. This is the information which the buyers in this country use to properly size the excess flow valves in meeting their special sizing needs.

If you desire special information on the testing of valves, we suggest you write the Underwriters' Laboratories Inc., 207 East Ohio St., Chicago, Ill.—Ed.



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By NEIL REGEIMBAL  
Correspondent



**BPN**

## Washington Report

From BUTANE-PROPANE News Washington Bureau

### Warning signs out for business in 1958

Warning signs are up for business in 1958, some top government and private economists say.

At best, they predict, business will experience a leveling off on a high plateau. At worst, a mild recession may be in the cards. This would mean little or no increase in sales volume of appliances and other goods. At the same time, many experts see a continuation in the trend toward rising raw material and wholesale prices—although at a slower rate than in 1957—at least through the first six months of 1958.

Thus the cost squeeze will probably continue to tighten on most businessmen, with markups tending to shrink in many lines, these experts warn.

Federal Reserve Board officials have already rolled back the rediscount rate by a hefty one-half of 1 per cent to free more funds for business expansion and help ease any possible recession.

This may mean that another spurt in consumer credit buying will develop in the months ahead.

Latest available figures show that consumers now owe \$33.1 billion in installment payments, \$2.4 billion more than a year ago. This was an increase of \$114 million during September alone. In all types of debt except mortgages, the public is on the cuff for \$43 billion, \$2.9 billion more than a year ago.

Despite these high figures, finance company officials say debt is in sound condition and that repossessions are still running at a low rate. They point out that disposable income is continuing to rise, although not as fast as debt. Debt amounted to 4 per cent of disposable income in 1929, compared with 7 per cent in 1940 and 11 per cent today.

### Experts predict increase in new home construction

Government housing experts are now officially predicting a moderate increase in new home construction in 1958.

New home building should rise 6 per cent by dollar volume next year, the government predicts, hitting \$12.8 billion. This will mean about 1,040,000 new homes will be started, about 3 per cent more than this year.

About half of the dollar increase will be caused by rising prices of building materials, and the trend toward larger, better equipped homes.

Overall construction—including stores, offices, industrial building, highways, and other forms—will rise by 5 per cent in dollar volume, hitting \$49.6 billion, the government experts say.

Another encouraging sign for the L.P. gas industry is an anticipated increase in expenditures for repair and maintenance of about the same amount. The increase in dollar volume again will be caused by a 3 per cent increase in costs, as well as an increase in the number of projects undertaken.

Of the total of \$17 billion spent in repair and maintenance last year (an increase of \$1.1 billion over 1956), some \$7 billion was spent on homes. Much of the amount spent in home repair and maintenance is in do-it-yourself additions and improvements, many of which call for new or bigger heating systems and new cooking appliances.

### 1958 net farm income should be same as '57

Farmers, who experienced a modest rise in spendable income this year, won't see much more improvement in 1958, the U. S. Agriculture Department predicts.

The Department says net income next year should remain about the same as in 1957. This year, farm income improved by about 3 per cent, the first increase in six years.

Demand for farm products will remain at about this year's level, the Department says. Farm prices, it predicts, will also probably hold steady, but the costs for marketing may rise further (farmer's share of the food dollar held at 40 cents this year).

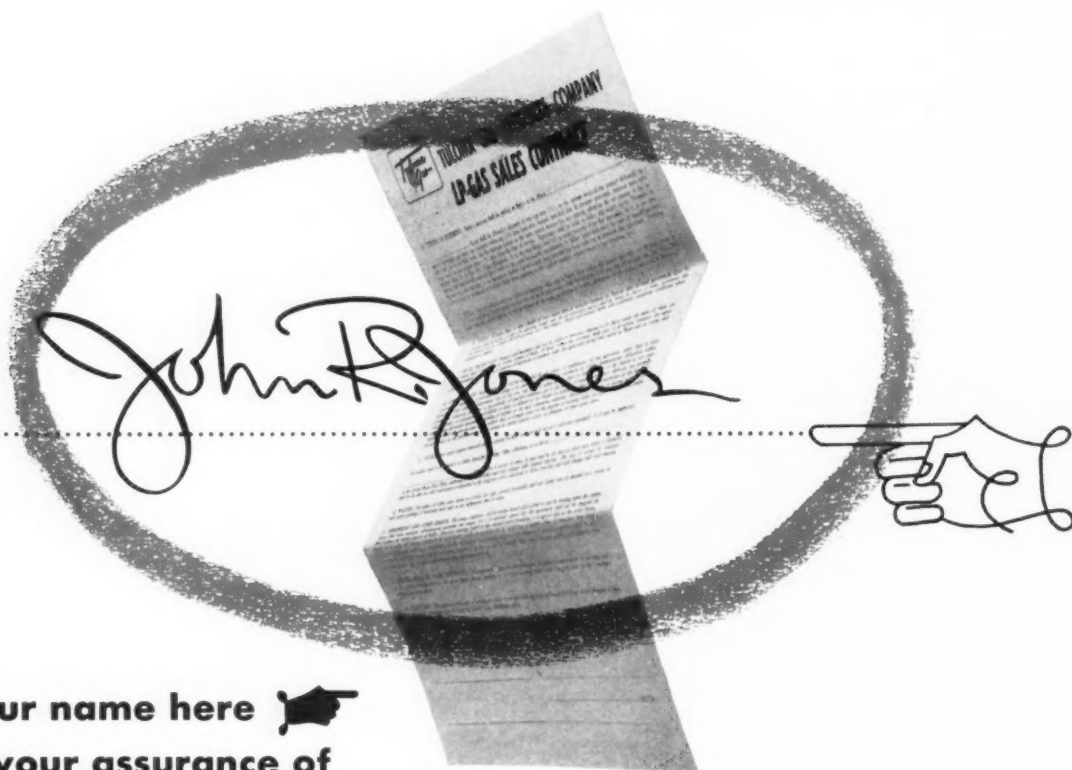
### Tax cut probability dims


The outlook for tax cuts is rapidly fading as pressure continues to mount for a speed-up in military spending to offset Russia's sputnik successes.

At the same time, slipping production rates in many industries may cut corporate tax revenues next year, although personal tax payments are expected to continue a gentle increase.

Before the Russians fired their moons into earth orbits, the Eisenhower Administration was ready to cut this year's \$73 billion budget by about \$3 billion for the fiscal year beginning next July 1. First effect of the Communist technological successes was to make these reductions unlikely, and since then, the push is continually toward an even higher budget for next year.

Government programs other than military spending and foreign aid will probably be pared to the bone to keep the overall increase as small as possible, and keep a balanced budget. Most tax experts agree that anywhere from \$3 to \$6 billion will be needed for important personal or business tax cuts.



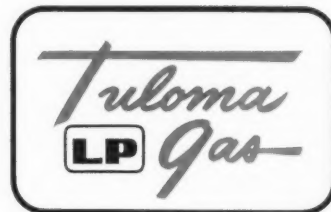
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# beyond the mains



WILL 1958 BE THE YEAR OF THE GREAT AWAKENING? The annual Phillips Report on the state of the industry is presented on other pages of this issue. It shows the smallest annual gain that our industry has ever known. The picture it presents is food for serious thought. Because the gains were so small, we must recognize that many companies failed to increase in volume, and that some companies actually dropped behind. Is this the effect of a general business decline? Were these losses in some cases the result of local economic or climatic conditions? Or could the cause be closer to home--to a lack of aggressive and intelligent selling? These are questions that every manager should ask, and he should have guts enough to arrive at honest answers. Only by recognizing the facts, unpleasant or otherwise, will he be in position to plan a successful program for 1958 and the years that lie ahead.

It is quite generally agreed by economists that 1957 was not a "recession year." They tell us it was a year of leveling off. After almost two decades of abnormal conditions production finally caught up with consumption, and at last there was enough, or more than enough to meet demand. Then demand slacked off because credit dollars were harder to get. And consumer goods industries began more aggressive competition for the dollars that buyers could spend, or were willing to spend. Inter-industry competition for the buyer's dollar is now the controlling factor of who gets how much and who comes out on top.

We repeat, this is not a recession. Business has gone back to normal for the first time since war broke out in Europe. Old-timers will remember those normally competitive days. They remember the vigor and strength of the sales organizations of that time. They remember the toughening effect of the long depression, when it was a case of "sell or starve." Roughly half of the business personnel of today have never known normally competitive conditions. They have lived only in flush times with easy selling, and they do not know what to do when buying drops off and sales must be worked for. This is the main reason for the wave of price cutting that now troubles our industry. That, too, is part of the economic pattern of our competitive system. When these immature operators find out that they can not make money by losing money, those who are left will turn from price slashing to intelligent selling. They will learn how to do business at a profit, and that business can always be had at a profit. This is the old law of the survival of the fittest, and it has never been repealed even though we have been able to ignore it for years.



So what do we face for the future? We can see many years ahead in which America will continue to grow. The birth rate is far ahead of the death rate, and people are living longer. New families continue to come in from foreign lands. The bumper crop of post-war babies will soon be grown up and setting up new homes. Of more specific importance to our industry, increased earnings and more leisure time will accelerate the trend toward rural and suburban living. Our field will continue to expand. But ours is not the only industry supplying domestic energy and heat that can see this trend. Our electric competitors have been seeing it for the past year, and they are moving in on us. They are ahead of us in getting organized for the increased selling effort that will be necessary during the coming period of normal business competition.

And let us not be lulled to sleep by the growing weight and effectiveness of the industry campaigns to promote the use of gas. We need all of that promotion, and more. But promotion alone is not enough. The results of promotion are "potential business." Nothing goes into the cash register until someone completes a sale--and that requires the individual and personal efforts of a salesman in competition that boils down to man-against-man. We know that the facts favor L. P. gas. Every day more prospective users are coming to believe that L. P. gas is at least as desirable as electricity for cooking or oil for heating. They are ripe for selling. The big unfinished business is to find those pre-conditioned prospects, convince them of the facts, and bring back the orders. That takes planning, training, supervision, labor, and above all, courage.

Even this past year, while industry sales have been crawling along in low gear, certain LPG marketers were already in over-drive and moving ahead fast. The current financial statement of one of the nation's largest retailers shows that its sales volume increased 40 per cent and its net profits almost doubled. They did not accomplish that by waiting to see what would happen. Because they saw what was coming and prepared for it in advance, they made it happen. It can be made to happen almost anywhere else. 1958 can be a big year for all who have the courage and energy to make it big. It is equally certain to be a bad year for those operators who try to coast through, and for those who try to live on volume without profit. Yes, we believe that 1958 will be the Year of the Big Awakening.

WE WISH YOU A HAPPY AND PROSPEROUS NEW YEAR.

*Carl Abell*

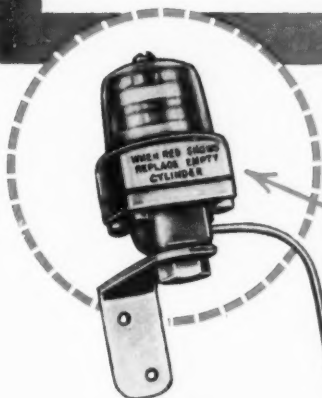




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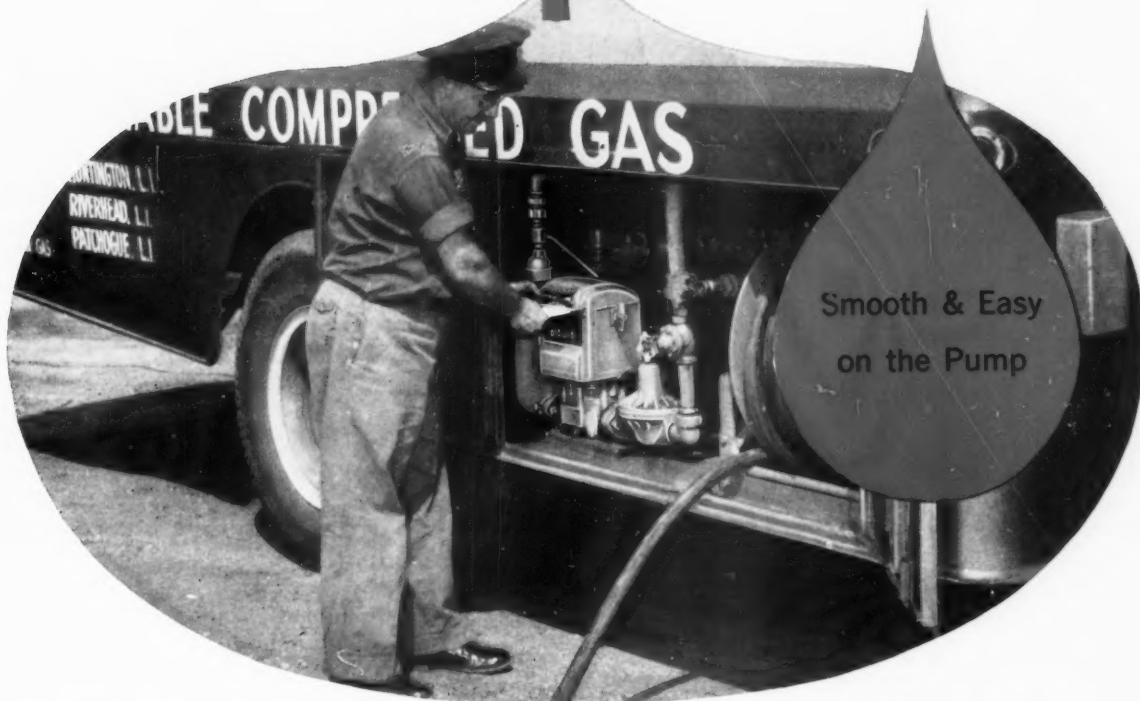
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BUTANE-PROPANE News

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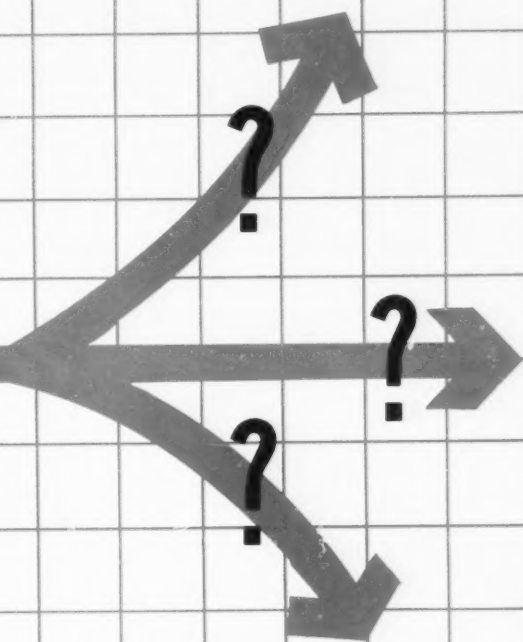
• BUTANE • PROPANE • NATURAL GASOLINE





# 1958

## THE YEAR OF DECISION



**T**HIS is the first issue of *BUTANE-PROPANE News* in the year 1958. This is also the *BUTANE-PROPANE News* Management and Planning Issue. That the two correspond is no coincidence. The year 1958 is the Year of Decision.

The years following 1945 were lush ones for American business. Business in general and the L. P. gas dealers in particular did fabulously well. It was actually difficult not to succeed. And the year 1956 was the topper. New highs were set in both sales and profits. Business was wonderful.

Then came 1957. Some called it a leveling off. Some called it a readjustment. Some merely said, "the honeymoon is over." But regardless of what 1957 is termed, it has been a year of awakening.

Cloud Wampler, chairman of the board of Carrier Corp., has called 1957 a good year for business because "business had its nose rubbed in the mud." He meant that business was shaken out of its complacency and smugness and has been given a taste of what might be ahead—a warning.

Most reports on 1958 have been optimistic. It will not be nearly as good as 1956, but better than 1957. To which some add that it couldn't be much worse.

But all agree that 1958 will be an important year for American business.

Two things seem certain. Sales will not be much higher than 1957 but costs will continue to rise. The margin between the two—profit—will continue to narrow.

What does this mean to the L. P. gas dealer? It means that he cannot sit back and believe that sales

will continue to soar ahead of rising costs automatically as in past years. It means that sales will have to be pushed ahead and costs will have to be held down. It means that in 1958—as never before—the L. P. gas dealership will have to engage in scientific planning and management.

It is therefore appropriate that *BUTANE-PROPANE News*, headquarters for L. P. gas information since 1931, should lead off this year of 1958 with an issue dedicated to management and planning. Management and planning are closely interdependent—effective management includes careful planning and effective management is necessary for careful planning.

In this issue, then, and through the year to come, the editors of BPN present information vital to the L. P. gas dealer and his staff as aids to management and guides to planning. The information will be aimed directly at helping the dealer to increase sales while holding down costs, the two factors necessary to gain the ultimate goals of every business enterprise: service to the community, continued growth, and PROFIT.—M. A. B.

JANUARY 1958

MANAGEMENT AND  
PLANNING ISSUE



# What's wrong with the L. P. gas business?

It takes a man of great stature in the LPG industry to answer so provocative a question as "What's wrong with the L. P. gas business?" and gain the respect of the entire industry while doing so. Such a man is E. Q. Beckwith, author of this article. Mr. Beckwith has been sales manager of Sid Richardson Gasoline Co. since 1948. Except for four years of service with the Army Ordnance Department, all of his time has been spent in the supply, demand, and transportation phases of the L. P. gas and natural gasoline industries. A personal memo written by the author to his division sales managers sparked the writing of this article, an adaptation of a recent address before the Association of Nebraska LP Gas Dealers.



**W**HAT'S wrong with the L. P. gas business? Well, for one thing, it seems to me that some dealers have turned an age old adage around until it reads: "It is better to receive than to give." Telephone calls come in to me from our customers and from our prospective customers, and I get hundreds of reports from our division managers who visit among L. P. gas distributors. The contents of the discussions and the written reports reduce briefly to these samples of current LPG dealer-thinking:

1. I'll be glad to buy from you

at a better price than I am now getting.

2. I've got to have a lower price to meet competition.

3. Why don't you give me an advertising allowance?

4. Why don't you finance my customer 500 and 1000 gal. storage tanks?

5. Why don't you provide me with working capital? You are a big company, you have lots of money.

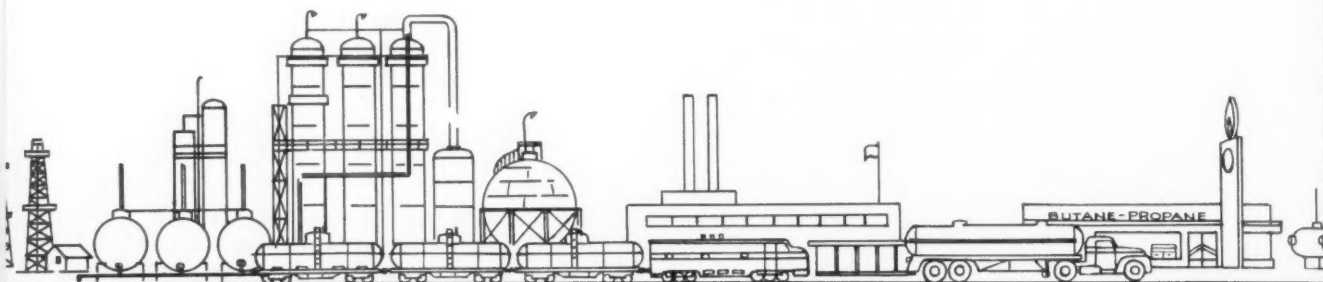
6. Why don't you reduce the freight rates?

7. We are going to form a combine and then because

of the increased volume (and increased ratio, I might add) we'll get gas cheaper, along with adequate financing from some supplier—possibly.

8. I'm going to sell out. The majors are taking over.

9. I've got an offer from a big reliable marketer and competitor of yours at a substantial year around discount. Can't tell you what it is—wouldn't be ethical, you know, but to keep my business you'll have to do better, etc. . . .



The reasons we are presented with a seemingly endless and universal "gimmie" attitude by the dealers are several. I think that there is substantial evidence of a moral failure at both the dealer and the supplier level. The buyer, the seller, and the producer are a team, which should be working together towards a common goal. This goal should include the desire to help one another, to render a service to the community and to make a profit.

In our industry, as in most others, the product is alternately short or long in supply and some dealers have learned too well how to take advantage of a long situation. It's the old law of supply and demand working at its worst. We can't shut down the manufacturing facilities when propane gets long in supply. With these facilities shut down, so goes the crude oil supply for the nation.

Because the natural laws and the nation's laws prohibit waste, we keep producing and storing and sometimes shipping. What do we do, when the seller's market of the winter turns to a buyer's market of the spring and summer? We get not quite smart—just like you do. We don't trust our competitor. The so-called legitimate suppliers wait and watch and get nervous as spring approaches after a relatively warm winter. While they wait and watch and become more nervous, the brokers tempt, you succumb, you violate your regular contracts—and away we go.

The suppliers then reduce the price, knowing full well from past experience, that generally you can't use any more gas at any price.

Actually, I don't think we suppliers have done a half decent job of even trying to tell you dealers the facts of life, about our end of

the business. I don't propose to try and convince you that the suppliers are your self-styled benefactors. We're in the business of manufacturing propane to sell at a profit. In our so-called selling activities we plan supplies, storage, transportation, and even do a fair job of out-guessing you on your future requirements for the next year. That some of us do it better than others *all* the time, regardless of warm or cold winters, is to our future reward and expense, I might add. We know you're in the gas *service* business and we know your responsibilities for that service, even if some of you don't seem to be as keenly aware of it as perhaps you should be.

#### Buck passing

We ought to be your gas supplier, who within reason keeps you in gas summer *and* winter. We ought to help you with new ideas for getting new business or help you to more efficiently serve the business you now have. You know we ought *not* to do your actual work for you. "The Lord helps those who help themselves," it has been said.

And neither, by heaven, ought we to be your bankers, unless we have some ulterior motives about taking over your business eventually. You wouldn't think much of the idea of our asking you to help finance a new plant or a new addition to the tank car fleet or an-

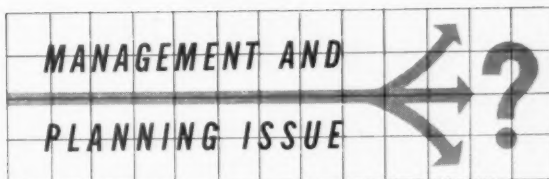
other underground storage well. We'd be a long ways from Nebraska and its interests, I fear, with such a request. Nebraska is just as far away from Texas, my friends!

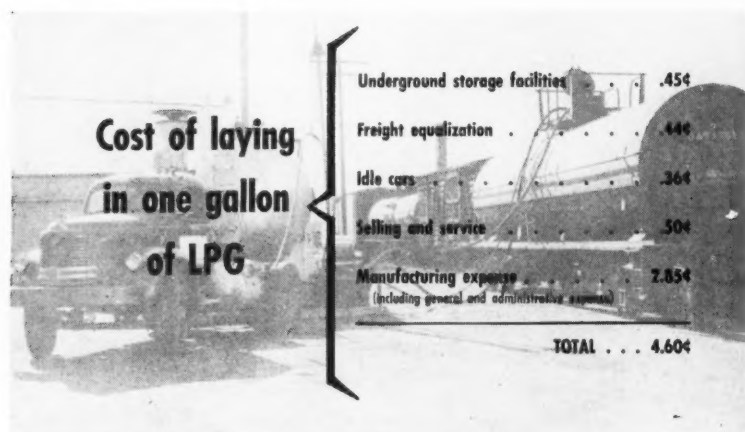
#### Cost of a gallon of propane

Permit me, if you will, to outline briefly what a gallon of propane means to the supplier in cost. I know you think it is not your business, but it is. Perhaps you'll be kind enough to read how a supplier looks at his end of the responsibility and cost thereof. Costs in the oil industry are extremely difficult to allocate, but at any rate, here are my ideas of reasonable costs in connection with L. P. gas marketing.

First, you are aware of the fact, that there is considerable underground storage now. The fact that it was nearly full early last spring is one of our greatest problems. From two or three years of cost-study, going into and coming out of the underground storage and amortizing the costs of the storage cavern in a 5 to 7½ year period, underground storage costs have been estimated conservatively for a typical 1.6 to 1 winter-summer ratio user at .45 cents per gal. on the entire yearly volume purchased.

There is a freight differential cost involved in shipping you gas. All gas, so far as I know, coming into your area is related in some way to the Tulsa price. The greater





portion of the winter heating supply must come from Texas. In the case of a severe winter it is the one source of supply left when all other and more local sources are over-sold. Texas produces more than 50 per cent of the nation's entire production of L. P. gas. However, you buy on the basis of Tulsa, and a typical west Texas shipment into Nebraska bears a freight equalization cost of .44 cents per gal. This cost is absorbed by the supplier.

### Tank cars aren't free

To supply you with gas in the wintertime—and, as we've said before, if you are in the gas business you either get gas, or you're *not* in business—we have to buy or lease tank cars to handle a maximum delivery rate for the four winter months of November, December, January and sometimes February. If it's a warm winter, some cars stand idle. If it's a cold winter, they are real busy. But there are eight other months in any case in which a considerable percentage of the total fleet used by any one supplier stands idle. This cost (as compiled from actual records) is 2.32 cents per gal. on the basis of the stored gallons being moved in the winter only or on a typical 1.6 to 1 ratio contract .36 cents per gal. year around.

It costs something to sell and service the customers and get new ones. I presume that you would agree with me, that this is a legitimate expense since no dealer recently has fought to take gas away from us and probably no farmer is

fighting for your own local gas service. A very conservative estimate is a half cent per gal. for this selling and service cost.

All companies have administrative or general expense and in addition there is a manufacturing expense and I have assumed a cost for these items of not less than 2.85 cents per gal. As I have previously stated, due to the difficulty of allocating investments and proportionate costs in the natural gasoline business, my assumption of 2.85 cents per gal. could be controversial, as obviously, older plants might have less cost—but new plants would have much greater costs.

To summarize, here is how the costs add up:

	per gal.
Underground storage facilities	.45¢
Freight equalization	.44¢
Idle cars	.36¢
Selling and service	.50¢
Manufacturing expense (including general and administrative expense)	2.85¢
<b>Total</b>	<b>4.60¢</b>

Remember that these costs do not include interest on the money borrowed to originally build the facilities, and interest charges are substantial, as you all know. These costs are approximate and conservative and are for a Texas plant of considerable size. The plant is nine years old and newer plants and those under construction cost more to build and operate.

Not all L. P. gas costs 4.60 cents

per gal. Older plants built when labor and materials were far less costly some 15 or 20 years back have been paid out long ago. Their costs may be down to the 2 or 3 cents per gal. range. But these plants are producing less and less each year as the producing fields are depleted. The billion gallon increase in sales of last year was supplied mostly from plants built in recent years and these are the kind of plants which can easily develop the 4.60 cents per gal. costs I have been discussing.

Your future gas supply will come from the larger higher cost plants now operating or planned for the future. Any time L. P. gas sells for less than these plant costs, someone is losing money, and therefore someone is studying *even now* ways and means of finding more profitable markets. This they will eventually do, and remember—it's your future they are playing with.

### Cutting the price

Last spring the underground storage was almost full, the production rate is always fairly steady, but the demand was down. From the standpoint of some dealers this seems to be an ideal situation. But is it really? Think back. Some of your customers are quite eager to tell you in the spring that they can get gas cheaper from your competitor then—after the winter is over. You don't like it, of course, do you? Neither do we, but we have to live with it just as you do—at least temporarily.

Some suppliers get panicky just like you do with your customers. Some so-called brokers are buying material at lower prices from panicky suppliers who haven't enough of whatever it takes to get a decent price for their product and sell it to brokers who offer it to you at the market—less.

So, here we go again, back to the spring and summer of 1955 and summers before that when gas was delivered to you at an all time low price and during which period the majority of you made less profit than you ever made during a corresponding period in the history of the L. P. gas business.

What's wrong with the L. P. gas



business? Well, for every one cent drop in the delivered market price, *initially* some of you will drop your retail price 1½ cents per gal. and *eventually* all of you will meet it. Why? You're not making any real money now, yet most of your customers could be happy and economically and even competitively served at your present retail price, couldn't they? Why give away the price break? This phase of *our* business is *your* problem.

I assume you're not trying to compete with natural gas at 45 cents per thousand or less. Electricity is sometimes available too at prices which are less than L. P. gas can ever hope to be sold for. L. P. gas has its economic limits. Get used to developing a nice stationary load such as irrigation only to find out that natural gas or electricity is about to take over your hard development work at less cost to the buyer. Certain types of geography, economics, and transportation simply shove one fuel out of the window in favor of one with less cost.

#### Soft prices bring undersupply

Let's get back to current prices. It has been said that soft prices are the forerunner of a period of under-supply. The winter of 1955-56 was a period of under-supply for some of you. Some of you did not get the gas in December, 1955, and January, 1956, that you thought you should or that you actually needed.

Soft prices always promote un-

der-supply. Who will spend money to recover more propane when it is already in excess supply, and at a time when it is being sold into a cut price market that actually is almost unsound economically? I hope that I haven't offended you in describing your business as economically unsound, but quite a bit of it is.

I have been advised that in a certain section of Nebraska, early in February, 1957, customers of some dealers were told that they could buy irrigation gas during the summer of 1957 from their dealer at 2½ cents over the laid-in price. These dealers gave away the price break before it ever arrived. I hope most dealers enjoyed and kept the difference right in the bank last summer. They'll need it this winter, because as sure as death and taxes, cheap summer gas means more expensive winter gas or insufficient supply or both. You can't get something for nothing—that is, you certainly can't get it long.

The fearful thing is that a period of low price breeds a later period of higher prices and in an attempt to recoup their losses the producing and marketing industry could price you, the retailer, right out of the business.

#### Count dollars, not gallons

The February, 1957, issues of the LPG industry trade publications published what is now called the "Phillips Report" and it was entitled "L. P. gas sales show the

first billion gallon yearly increase." In brief it stated that 1956 sales gallons were up 16.7 per cent over 1955, that domestic and motor fuel business was up 17.8 per cent, that the chemical and synthetic rubber application was up 20.1 per cent, etc.—all in gallons. I talk frequently with LPG dealers, either customers or prospects, and when I ask them what sort of an L. P. gas business they have, they tell me that they buy 2 million or 10 million gal. a year, and I am unimpressed. I don't particularly care whether it's 5000 gal. a year or the entire industry at 7 billion gal. a year. I judge my progress and that of my company in *dollars—not gallons*.

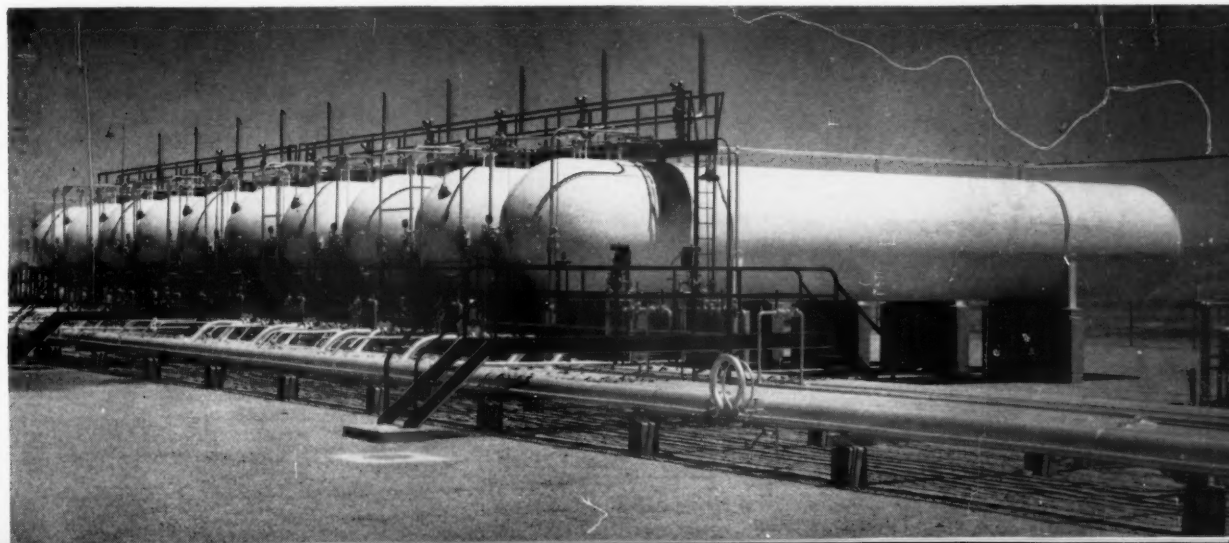
I think it's about time that you get down to earth in your business and start gauging your own individual success in terms of dollars—not gallons. If you will pay attention to the dollars, the chances are that your gallons will come right along in the proper order—for a change. Evaluation of your business progress in dollars will do more to decrease winter-summer ratio than any other step you can take.

#### That winter-summer ratio

What's wrong with the L. P. gas business? It's a seasonal business, it depends on weather. We both have lots of idle equipment, we have lots of costs due to winter-summer ratio. Taxes are high, but that's not peculiar to our business. We let our competitors pretty much

LPG—the basis of the entire L. P. gas industry—stands at a refinery ready for shipment by rail and truck to dealers all over

the nation. Getting this vital fuel to consumers at a profit to supplier and dealer takes supplier-dealer teamwork.



direct our sales prices and sales activities.

In a recent magazine article, the highlights of an industry poll seem to indicate that L. P. gas sales to chemicals, rubbers and other non-marketing customers will rise above those to marketers or dealers. Perhaps you had better study that a little. These are mostly pipe line sales, on long time contracts—no tank cars, no freight differential, little sales cost, no ratio. Into this kind of a market we can sell propane cheaper because the cost of doing business is less.

Consider, please, how much less: If we sell to a non-L. P. gas user through a pipe line we eliminate the ratio feature of your business and the need for underground storage or as we've outlined it previously, .45 cents per gal. There is no freight equalization so we save another .44 cents per gal. With a pipe line there is no idle tank car cost of .36 cents per gal. The sales and service expense is eliminated, saving another .50 cents. Total reduced costs amount to 1.75 cents per gal. or on today's market price of 4 cents we could sell to the industrial or chemical user at 2.25 cents per gal. and break even. Such sales can and are being made today through pipe lines to industrial and chemical users and there will be more in the future.

In the final analysis it will be up to you to decide who gets the propane—the chemical industry or the L. P. gas business as you now know it. The highest bidder for price

and/or the buyer with the lowest cost to the producer will eventually get the propane—so the maintenance of a decent and stable price will help guarantee your future supply and profits.

Pitting one supplier against another for lower price, hacks away at the very foundation of your business—gas supply and profits. Think it over!

### Giving away profit

For irrigation in southern and central Nebraska, as we have stated, some dealers were apparently going to sell at 2½ cents mark up. And—lest I forget it, some were also going to present the customer with the storage tank for free, or nearly so. Where does the money come from to enable them to give a \$300 to \$500 item away for free?

In our trade publications Mr. Jaynes of the Skelly Oil Co. has published the average operating cost of an L. P. gas dealership. From what I can gather, Mr. Jaynes did not dream up these costs, they are the result of a lot of investigation and experience. To deliver one gallon of L. P. gas, the truck expense was a penny, the driver's salary was a penny, the general overhead was a penny, and the storage was another penny, which is 4 cents a gal. minimum—actual expense without the addition of any profit.

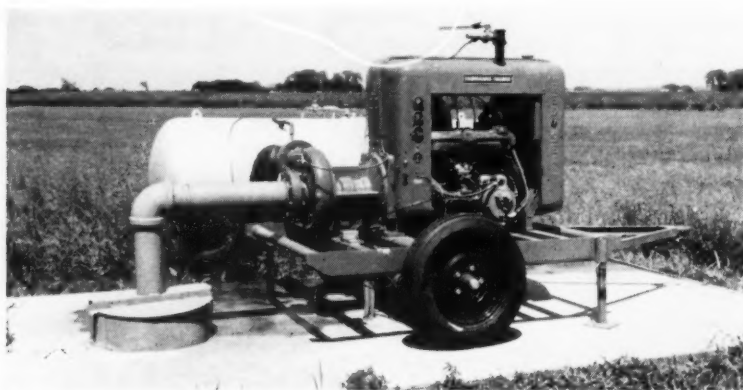
Perhaps the company I represent is different, but I actually don't think we are. We think we

are reliable, and I am sure that we and all the other reliable companies would rather have you make money than simply run up gallonage. You can't pay your bills with gallons—only dollars will do that! If you are going to charge a mark up of 2½ cents, this is just about half of what an authority on the subject says is going to be your cost. How then are you going to install the tank for free?

What's wrong with the L. P. gas business? To summarize and conclude:

1. It has been developed into seasonal business with all of its attendant problems, sometimes these are greater than others.
2. Most dealers do not have an adequate spread between the cost and the resale price of the fuel.
3. Many dealers do not recover much, if any, of the cost of the customers' storage and regulating equipment which they supply.
4. Almost all dealers rate their accomplishments in gallons.
5. Most dealers and suppliers meet competition with price reductions which they can't afford.
6. Most suppliers and dealers seem to forget that theirs is a partnership. If the consumer is to be served well, exploitation of either partner by the other affects the consumer upon whom each depends.
7. L. P. gas is not a by-product of the oil industry. It's a top grade product and if the L. P. gas industry can't provide a decent price value for it—some other consumer will eventually do so.

Therefore may I suggest that you get your thinking and your business tuned to profit dollars—not gallons. Know your costs, but pay more attention to profits, and don't take one new customer—or even one of your competitor's customers—unless this customer can result in added net profit to your business. You can neither get rich and/or execute your God given duty and obligation to render others a service—at a loss. ■



Irrigation offers a wide-open market for LPG but offering the fuel at a cut-throat summer price will cause high prices the next winter. And any profit made from the fuel will be wiped out if that tank is given free.

# 1957 PHILLIPS REPORT

Increase in sales volume lower than shown in recent years but higher than percentage increase of all other petroleum products. Sales of LPG for motor fuel continue to lead in percentage gain. Outlook for 1958 bright.

## 1957 L.P. gas sales up 4.1%

By GEO. R. BENZ, W. F. DeVOE, and PAUL W. TUCKER

Phillips Petroleum Co., Bartlesville, Okla.



Geo. R. Benz  
Manager, Engineering Department



W. F. DeVoe  
Manager of L.P. Gas Sales, Sales Department



Paul W. Tucker  
Technical Representative, Engineering Department

**L.** P. gas sales during 1957 appear to have increased by 272,000,000 gal.—4.1 per cent over the 1956 total—pushing total sales to an estimated 6,907,700,000 gal. While this increase is lower than the L. P. gas industry has shown in recent years, it is impressive since it exceeds the estimated percentage increases in sales of all other petroleum products this year.

*Domestic and Motor Fuel*—Advanced 4.5 per cent to 3,943,300,000 gal. Motor fuel shows the largest percentage gain but house heating is still the largest domestic use.

*Industrial and Miscellaneous*—Up 1.4 per cent to 668,900,000 gal.—reflecting continued strong industrial activity.

*Gas Manufacturing*—Down 4.2 per cent to 203,500,000 gal. due to extension of natural gas pipelines and a relatively mild first quarter which reduced peak shaving demand.

*Chemical Manufacturing*—Use of L. P. gas as feed stock for chemical plants increased by 6.0 per cent to 1,665,500,000 gal.—indicative of the continued rapid growth of the chemical industry.

*Synthetic Rubber*—L. P. gas used in manufacturing synthetic rubber components increased 2.0 per cent to 426,500,000 gal. as synthetic rubber continues to displace

natural rubber in the total rubber market.

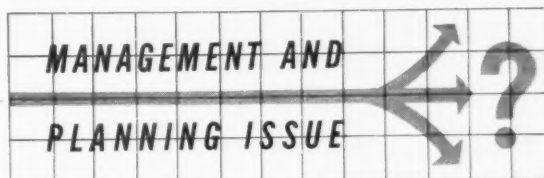
Gains in motor fuel and chemical use are particularly impressive. Production, storage and transportation facilities increased to supply the higher demand. Indications are that 1958 will be an even better growth year for the industry.

### Domestic and motor fuel

It is estimated that the domestic and motor fuel market for L. P. gas in 1957 totaled 3,943,300,000 gal. This is a 4.5 per cent or 168,-

800,000 gal. increase over 1956. The most important factor in domestic growth continues to be house heating as more people demand the convenience of modern gas heat. As natural gas distribution facilities are expanded and extended, some heating loads are lost. But in practically all cases the net result is a gain due to more people becoming "gas conscious." The swing to central heating was more pronounced this year and "year-around weather conditioning" with gas represents a huge potential market still to be tapped.

Agricultural use of L. P. gas



continued to expand in spite of an extremely wet growing season and floods in many sections of the nation. Crop drying increased tremendously in many sections this year and offered an opportunity for many dealers to increase their summer L. P. gas load as they make more farmers aware of its advantages. Use of L. P. gas in flame weeding and flame cultivation continues to grow as more and more dealers recognize its possibilities as a summer load builder. It is estimated that sales of flame weeding equipment are up 30 per cent this year.

Use of L. P. gas as fuel for tar and asphalt kettles, plumber's pots, preheating torches and in oxy-propane cutting is becoming more widespread. L. P. gas is finding increased acceptance as fuel for salamanders and other portable heating devices on construction jobs.

### Motor fuel

It is estimated that 7.9 per cent more L. P. gas was used as motor fuel in 1957 than in 1956. This is an increase of 61,000,000 gal. and makes the estimated total 834,500,000 gal.

Largest volume users of L. P. gas motor fuel are irrigation pump engines, farm tractors and drilling rigs. Heavy rainfall during the growing season in the principal irrigated areas of the Great Plains states along with reduced drilling activity resulted in a substantial drop in fuel consumption for these two uses. The fact that, in spite of this drop, the total volume of L. P. gas used for motor fuel exhibited a healthy increase testifies to the tremendous growth of other engine fuel uses.

The number of factory equipped L. P. gas farm tractors produced in 1957 is estimated at 15,500—27 per cent higher than in 1956. This increase is particularly significant in view of the fact that gasoline fueled farm tractor production is down by about 7 per cent this year. L. P. gas fueled tractors now represent about 5.5 per cent of total tractor production.

About 45,000 farm tractors were converted to L. P. gas during 1957, bringing the total number of farm tractors using L. P. gas in the United States to an estimated 368,000 units.

A majority of the new irrigation pumps being installed are L. P. gas powered and many existing units

are being converted to L. P. gas, although natural gas continues to make inroads on this load in the gas producing areas.

The fastest growing segment of the L. P. gas motor fuel market is still industrial tractors and lift trucks. A high percentage of new units are now factory-equipped for L. P. gas motor fuel. Over 40 per cent of the L. P. gas carburetor production (excluding farm tractors) is for lift trucks and industrial tractors.

L. P. gas has nearly taken over as the fuel for cargo truck refrigeration units.

The number of highway vehicles fueled by L. P. gas continues to increase although only a few of the long distance haulers have, as yet, converted their fleets. Many fleets are running comparative tests with other fuels at this time.

L. P. gas dispensing facilities are being installed at more and more service stations to serve this rapidly-expanding market.

### Appliances

Sales of L. P. gas appliances and equipment during 1957 lagged behind the highs of 1956 due to the fact that we are now in a period

## Marketed Production of L.P. Gas

Year	Gallons (in thou.)	% In- crease	Domestic & Motor Fuel*	% In- crease	Industrial Misc. (1)	% In- crease	Gas Mfg.	% In- crease	Chemical Mfg.	% In- crease	Rubber Components	% In- crease
1922	223	....										
1925	404	7.2										
1928	4,523	314.6	2,600	....	400	....	1,500	....				
1930	18,017	81.4	11,800	100.0	2,200	46.7	4,000	60.0				
1935	76,855	36.2	21,380	20.9	47,894	47.6	7,581	20.4				
1937	141,400	32.6	40,823	36.0	62,610	(2)	11,175	19.3	26,792	....		
1940	313,456	40.2	134,018	53.1	124,482	32.8	20,285	31.4	34,671	29.0		
1944	1,060,156	(4)	445,617	29.2	254,590	7.3	45,879	22.3	151,985	175.0	162,085	....
1945	1,276,766	20.4	533,262	19.7	256,577	0.8	53,849	17.4	224,291	47.5	208,787	28.8
1950	3,482,567	22.8	2,022,464	24.3	355,456	(3)	251,694	5.2	624,468	14.6	228,485	28.5
1951	4,227,275	21.4	2,456,804	21.6	269,408	(3)	281,692	11.9	844,507	35.2	374,864	64.1
1952	4,477,379	5.9	2,636,736	7.4	338,959	26.0	259,697	-7.8	870,990	3.1	370,997	-1.1
1953	4,932,009	10.2	2,977,418	12.9	374,233	1.04	222,430	-14.4	967,427	11.1	390,501	5.3
1954	5,125,533	3.9	3,174,012	6.6	401,615	7.3	191,932	-13.7	1,050,239	8.6	307,735	-21.2
1955	5,996,483	17.0	3,453,200	8.8	556,371(5)	38.5	213,760	11.4	1,366,942(6)	30.2	406,210	32.0
1956	6,635,763	10.6	3,774,492	9.3	659,730	18.6	212,293	-0.7	1,571,147	14.9	418,101	2.9
1957	6,907,700	4.1	3,943,300	4.5	668,900	1.4	203,500	-4.2	1,665,500	6.0	426,500	-2.0

\* Household use plus other requirements by these customers such as irrigation pumping, tractor fuel, flame weeding, chicken brooding and similar uses. Included also is L.P. gas sold by domestic distributors but used for industrial purposes. Included also, in years following 1950, is L.P. gas sold direct by producers and marketers solely for fueling internal combustion engines.

(1) For all years prior to 1951, include L.P. gas sold for refueling internal combustion engines.

(2) Not comparable due to segregation of chemical manufacturing.

(3) Not comparable due to change in method of reporting L.P. gas sold for refueling internal combustion engines.

(4) Not comparable due to inclusion of rubber components.

(5) Includes more complete coverage of refinery fuel.

(6) Includes more complete coverage of LPG mixture streams containing ethane and methane.

REMARKS: In this table total sales for all years except 1957 were obtained from U. S. Bureau of Mines reports. Distribution for the years 1931 to 1956 inclusive, was obtained

from the same source. All other volumes were estimated by the writers. The total sales volume includes all L.P. gas (propane, butane, and propane-butane mixtures) when sold as such. Until 1944 the sale of pentane when sold for any purpose other than motor fuel blending was included. Since then it has been excluded. It does not include butane when blended with heavier petroleum fractions for motor gasoline purposes. Inter-company sales transactions such as purchases of L.P. gas by one company from other companies and resold as L.P. gas have been eliminated in order to avoid duplication of sales figures.



which has seen a drop-off in all durable goods. Several reasons may be given for this but certainly one would have to include the fact that new housing starts are down and new family formations are down. However, in the over-all appliance and equipment field, L. P. gas appliance and equipment sales were holding their own or above the average.

Domestic L. P. gas range sales are estimated at 394,000 units—20 per cent of all domestic gas range sales. "Built-in" ranges are becoming more and more popular, particularly in new homes.

Automatic L. P. gas water heater sales are expected to be 304,200 which is over 12 per cent of all automatic gas water heaters. Gas warm air furnace sales are estimated at 720,000 of which approximately 10 per cent (72,000) were for use with L. P. gas. Of the 160,000 conversion burners, 3.6 per cent (5,800) were expected to be for L. P. gas. Sales of L. P. gas direct heating equipment and vented, recessed wall heaters should reach 405,800 units. L. P. gas floor furnace sales are estimated at 25,500 or 27.7 per cent of all gas floor furnace sales.

#### Industrial and miscellaneous

L. P. gas used in industrial and miscellaneous applications during 1957 is estimated at 668,900,000 gal.—up 1.4 per cent or 9,200,000 gal. over 1956. The increase in this category was held down by the "leveling-off" trend in industrial activity this year. However, this demand could be increased considerably by a severe December. Use of L. P. gas in asphalt aggregate drying is gaining wider acceptance as highway construction increases. This application is an excellent potential load builder for many dealers.

#### Gas manufacturing

Use of L. P. gas by gas utilities in 1957 is estimated at 203,500,000 gal., which is a decrease of 4.2 per cent or 8,800,000 gal. from 1956. This decrease is due to expansion and extension of natural gas pipelines. Utility demand for L. P. gas is primarily determined by the severity of the weather. An unusu-

## HOW THE 1957 MARKET WAS DIVIDED



### DOMESTIC AND MOTOR FUEL

**Total Sales: 3943.3 million gal.**

*4.5% increase*

Heating of homes was again the biggest factor in domestic growth. Central heating is increasing fast and spreading northward. Motor fuel use is believed to be up 7.9 per cent, with tremendous increase in fork lifts and industrial trucks, and production of factory-equipped tractors up 27 per cent.



### INDUSTRIAL AND MISCELLANEOUS

**Total Sales: 668.9 million gal.**

*1.4% increase*

This division leveled off following the general trend of business activity. It may be increased if the current winter turns out to be severe. The biggest potential demand appears to be the increasing use for drying aggregate and making asphaltic road building materials.

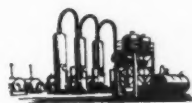


### GAS MANUFACTURE OR UTILITY

**Total Sales: 203.5 million gal.**

*4.2% decrease*

This decline is attributed to extension and expansion of natural gas mains and to unusually mild weather during the latter part of the past winter. This winter's stand-by fuel consumption will depend largely on the weather.



### CHEMICAL MANUFACTURING

**Total Sales: 1665.5 million gal.**

*6% increase*

The petrochemical industry is still on the increase, with growing requirements for LPG components as raw material. Plastics, fabrics and detergents show greatest gains in raw material demand, with other types of products growing in importance.

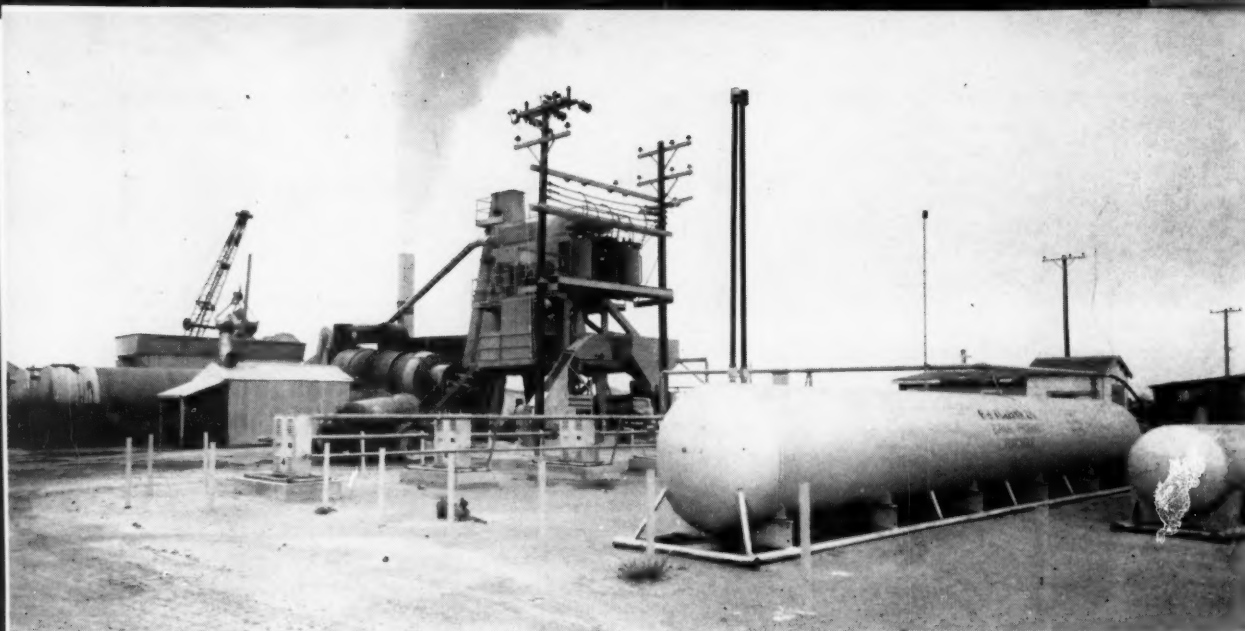


### SYNTHETIC RUBBER

**Total Sales: 426.5 million gal.**

*2% increase*

Ratio of synthetic to natural rubber consumption again increased in 1957, with trend apparently set to continue. Consumption of synthetic in U. S. was actually 8 per cent higher than last year, but lower inventory of raw material and finished products cut the production requirements.



Asphalt aggregate drying provides an excellent summer load builder for L. P. gas dealers. The market is growing as highway construc-

tion increases. The plant above is one of many plants, both stationary and portable, fueled by LPG.

Photo courtesy Standard Industries Inc.

ally severe winter in some areas can quickly change the demand for L. P. gas.

Gas distribution utilities continue to show a strong interest in underground L. P. gas storage facilities. Preliminary work has already started on one such mined L. P. gas storage installation in the Great Lakes region.

### Chemical Manufacture

The sale of L. P. gas as a raw material for the manufacture of chemicals and chemical intermediates gained at a somewhat lower rate than during the previous two years, due primarily to general business conditions. However, the operation of new facilities in the Gulf Coast and western Texas area, some of which were started up in late 1956, resulted in a gain of 6.0 per cent or 94,400,000 gal., to a total of 1,665,500,000 gal. for the year.

Most of the increase was due to the rapid growth in polyethylene capacity, with a number of plants coming on stream during 1957. Other polyolefin plastics or elastomers, such as polypropylene, polybutylenes and polybutadienes, received considerable attention but remained largely in the development stages.

Butadiene plants, especially those using normal butane as a

feed stock, are becoming important producers of petrochemicals other than synthetic rubber components, since their operation can easily be modified to yield increased recovery of butylenes and propylenes.

Synthetic detergents used increased quantities of propylene obtained mainly from rich refinery gas streams, and the use of L. P. gas in the production of intermediates for synthetic fibers also increased. Large volumes of L. P. gas were used to make intermediates for the manufacture of styrene, an important component of synthetic rubber.

Nitroparaffins, acetylene, hydrogen, phenols, glycols, amines, acetones, various motor fuel and lubricating oil additives and alcohols are smaller but growing chemical products using L. P. gas components as a raw material.

A small but interesting and growing application is its use in making propellants for aerosol-type containers.

### Rubber components

The use of L. P. gas in manufacturing synthetic rubber components during 1957 is estimated as 426,500,000 gal. This is an increase of 2 per cent or 8,400,000 gal. over 1956. The actual total might be higher if it were possible to clearly

distinguish between that going into manufacturing synthetic rubber and that used as chemical feedstocks.

The U. S. consumption of synthetic rubber was up about 8 per cent over 1956. The fact that production increased only 2 per cent is attributed to the fact that producers and consumers both reduced inventories during the first half of 1957. In addition, one major synthetic rubber producer was shut down for an extended period by a strike.

It is interesting to note that the plant capacity for making GR-S has increased nearly 55 per cent in the two years since the ownership of the plants changed from the government to private industry. In 1956 the ratio of synthetic to natural was about 60:40, whereas in 1957 the ratio appears to be even better than 63:37. It is felt that synthetic rubber will continue to improve its position. New large scale uses are being developed for butadiene.

### Supply of L. P. gas

Nineteen hundred fifty-seven saw the addition of 32 new plants with an estimated production capacity of 1,200,000 gal. per day. This additional production capacity along with that resulting from expansion of existing plants was suffi-

cient to offset the lower production from some plants, part of which was due to curtailed allowables.

It is currently estimated that approximately 23 new plants having a production capacity of nearly 1,500,000 gal. per day will be added in 1958. A recent National Petroleum Council report indicated that the L. P. gas production could be vastly increased in the event of a national emergency—assuming no proration of crude oil and natural gas production. A new Canadian plant came on stream in 1957 and others are proposed for 1958.

L. P. gas storage capacity in both conventional aboveground steel storage tanks and underground storage installations continues to increase. It is estimated that the available underground storage capacity now totals close to 1,400,000,000 gal., and there is now an additional 400,000,000 gal. planned or under construction.

A new aspect of L. P. gas storage capacity has been introduced this year. This is the miscible displacement of crude oil which involves the injection of L. P. gas followed by lean gas and in some cases subsequently followed by water. While it is referred to here as another type of storage, it can easily be considered another use in that the L. P. gas is essentially "stored" underground while used in this process. It is not known as yet what the recovery of L. P. gas will be and in most instances it will be necessary to reprocess it before it will be marketable as L. P. gas. The volume involved here is indefinite but several companies now have projects under way and with the interest currently being shown it could become an important factor in the LPG storage and supply picture.

### Transportation

Expansion of L. P. gas transportation facilities continued during 1957. One new interstate L. P. gas pipeline went into operation

in addition to several short pipelines to carry feedstock to chemical plants. Several pipelines went into operation carrying natural gas liquids, one pipeline is being considered for products service (including L. P. gas), and two railroads have undertaken a joint study to determine the feasibility of constructing an L. P. gas pipeline along their right-of-way.

It is estimated that 23,000 tank cars were in L. P. gas service during the peak demand season. Nineteen hundred fifty-seven saw uninsulated tank cars enter L. P. gas service.

A large new sea-going barge and one new tanker entered L. P. gas service in 1957. The tanker operates primarily in the Caribbean. A large tanker is under construction which will haul butane-propane mixtures from Venezuela to the East Coast. Barge movements on the Mississippi increased with four new barges being placed in service and two more planned. A new barge terminal in Georgia was also scheduled to be in operation late in 1957 or early 1958.

The trend to larger (10,000 gal.) highway transport units continues. The volume of L. P. gas moving by highway is growing steadily.

### Safety developments

The industry "bible," National Fire Protection Association Standard No. 58 covering the Storage and Handling of Liquefied Petroleum Gases, was again revised, as was NFPA Pamphlet No. 59, to keep pace with new developments in equipment and safe operating techniques in a continuing effort to improve the already enviable safe record. Additionally, the new API bulletin No. 2510 covering the design and construction of

## 1957 Phillips Report

L. P. gas storage installations in refineries, natural gasoline plants and marine and pipeline terminals was completed and issued.

### Advertising and promotion

Effective aid continues to be exerted and expanded by the National LP Gas Council with its unique cooperative advertising, public relations and dealer sales aids. Participation in the Council is by producers, marketers, and appliance and equipment manufacturers of the L. P. gas industry. Joint gas promotion (gas utility companies and L. P. gas companies) is gaining momentum and proving effective.

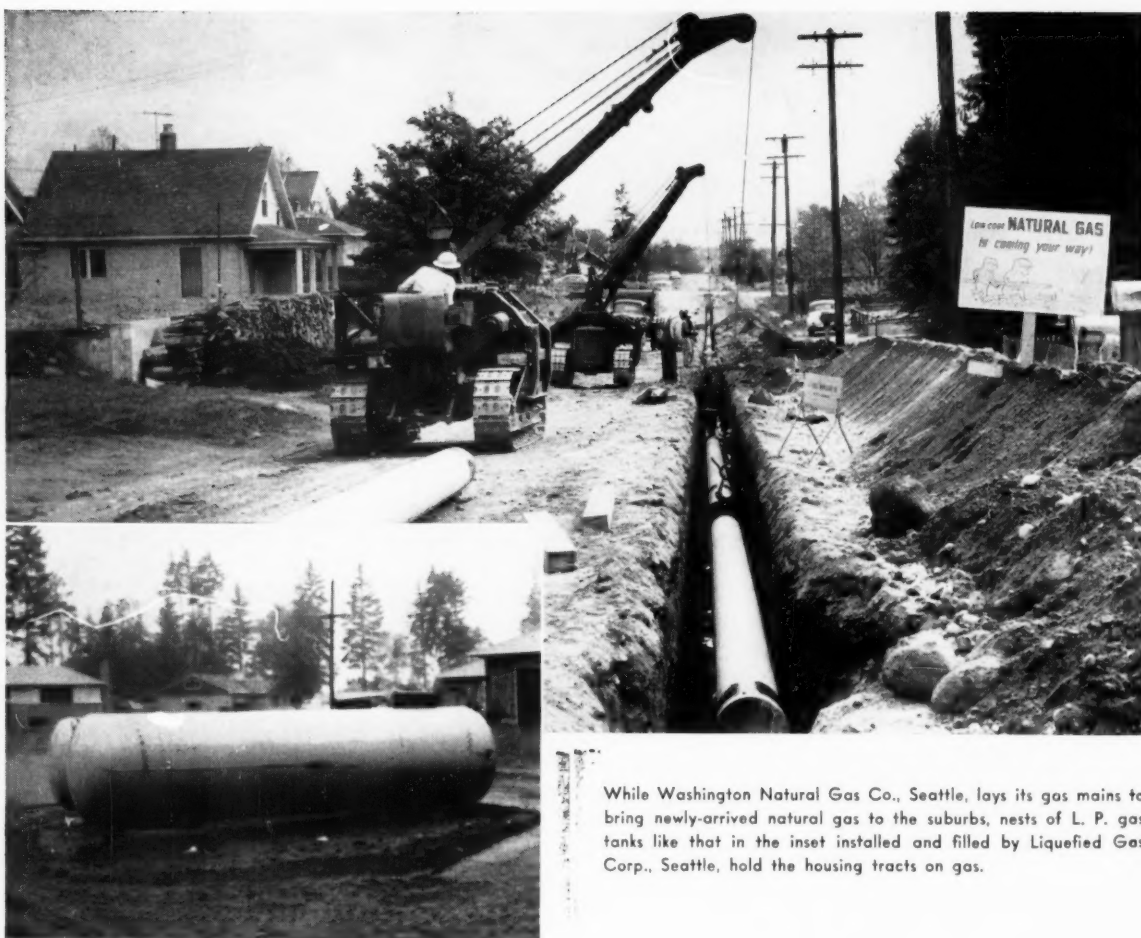
### Outlook

While the L. P. gas industry exhibited a better growth than the petroleum industry in general and the nation's economy as a whole, it can do better. There are still many potential "load builders" to be developed. The industry winter to summer ratio has been increasing. By pushing summer "load builders" like crop drying, flame weeding, asphalt heating, aggregate drying and tractor fuel, dealers will be in a better position to capture and expand the house heating load. Gas air conditioning still represents a tremendous potential load yet to be tapped.

By developing new fuel loads, utilizing modern business practices, and by effective selling methods the industry should do even better in 1958. ■

Photo courtesy Agricultural Equipment Corp.  
Sales of L. P. gas-fired flame weeding equipment are estimated to have increased 30 per cent during 1957. Units such as the one shown will consume approximately 60 gal. of LPG per hour.





While Washington Natural Gas Co., Seattle, lays its gas mains to bring newly-arrived natural gas to the suburbs, nests of L. P. gas tanks like that in the inset installed and filled by Liquefied Gas Corp., Seattle, hold the housing tracts on gas.

## How LPG holds the line in the

By MARTIN A. BROWER • Associate Editor

**W**HEN natural gas arrived in the booming Pacific Northwest just over a year ago, it ran smack into strong opposition from the firmly-entrenched oil and electric industries. The gas utilities sent out a rush call for help to the area's LPG dealers.

The resulting cooperative programs worked out between utility gas companies and LPG dealers have helped capture and hold communities, tracts, and individual customers for natural gas which might otherwise have gone to oil and electricity. The utility com-

panies benefited from the arrangement by having customers held on gas until mains could be extended and the LPG dealers benefited by getting a good—although temporary—load from the utility companies.

Unfortunately, most of the cooperative operations have been short-term holding projects and no cooperative programs have as yet been worked out on a long-term basis.

The Pacific Northwest is one of the last rather densely populated areas in the nation to receive natu-

ral gas. Although there will be almost no further invasions by natural gas of an entire section of the nation (Florida being a notable exception), the holding projects used so successfully in the Northwest can be used in the same way in areas into which new mains are extending, especially new suburbs. The methods used can therefore be put into practice wherever natural gas and LPG come together.

### The background

Fuel consumption in the Pacific Northwest, however, is quite different from the consumption pattern of the United States in general. Petroleum products—mostly fuel oil—provide roughly 50 per cent of



the Northwest's requirements. Hydroelectric power fills about 40 per cent of the fuel requirements and coal and wood together make up the remaining 10 per cent. The hydroelectric power comes from the huge government dams on the Columbia River which give the Northwest one of the lowest electric rates in the nation.

Before the fall of 1956 when the Pacific Northwest Pipeline brought natural gas to the land of mountains and redwood, gas requirements were met by manufactured gas and LPG. The expansion years during and following World War II created a huge population growth and a market for all appliances. New homes, new commercial establishments, and new industry created a demand for energy that was unprecedented. Not all of the Northwest manufactured gas utilities and LPG dealers were able to grow in pace with the demand. Manufacturers of electrical equipment, the electric utilities, and the oil industry were quick to take advantage of this situation.

As a result, oil heat and electric cooking and water heating has long been par for homes and commercial establishments in the Northwest.

Not that LPG dealers haven't

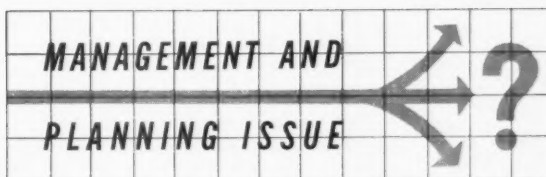
made terrific inroads. Selling speed, cleanliness, ease of use, and safety—the quality features of LPG—dealers have developed good domestic, commercial, and industrial loads. But competition remains stiff. LPG dealers were not afraid of the coming of natural gas, but instead welcomed it as an ally and looked forward to deriving benefits from cooperative programs.

When natural gas arrived, it was distributed immediately through the existing manufactured gas lines in the densely populated areas of cities. But the gas main distribution systems were in general not extensive. The utility companies immediately set about to extend their mains to include all of the territory that the relatively inexpensive natural gas would allow it to economically take in.

It takes time to build gas mains however, and the utility companies feared that many potential custom-

ers, especially in new tracts, would go for oil and electricity before gas became available. LPG dealers, realizing that natural gas would soon reach the suburbs and tracts, stayed away from them. This situation called for swift action and the utility gas company-LPG dealer cooperative programs went into operation.

In brief, the projects—whether for an entire community or one home—work on about the same principle. The gas utility company sells the customer on using gas, then works out a plan whereby an LPG dealer provides the customer with L. P. gas, either bottle or bulk. When the natural gas mains finally reach the customer's premises, the LPG dealer removes his equipment and the customer goes onto natural. The details of the plan vary with the particular utility company and therefore vary with the geographical area of the Northwest.

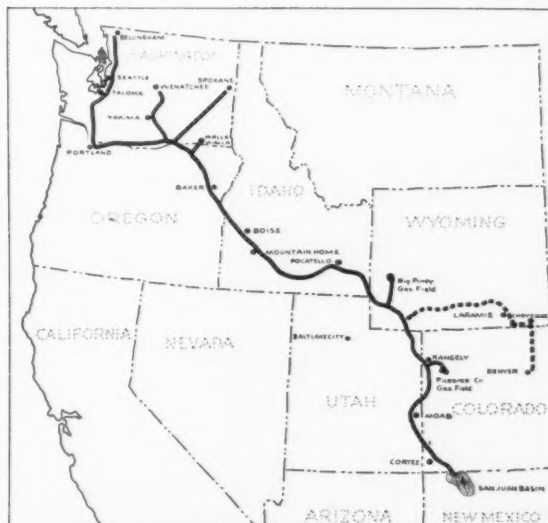


# Pacific Northwest

## PART ONE

"We understand that utility gas companies in the Pacific Northwest are contracting with L. P. gas dealers to hold customers for them in fringe areas," said LPG dealers who attended the BUTANE-PROPANE News appliance sales forums from coast to coast. "We sure would like to know more about that so we might approach utilities in our areas with the idea." So BPN associate editor Martin Brower left on a 2500-mile jaunt to the Pacific Northwest to get a first-hand report on the goings on. He visited 16 key utility company officials and LPG dealers in Seattle, Wash.; Vancouver, B. C.; and Portland, Oregon. Each of the utility companies had a different method of contracting with LPG dealers for holding customers until natural gas mains could be extended. So much was learned that the information must be passed on in parts. This is the first.

Natural gas for the Pacific Northwest came in through the Pacific Northwest Pipeline a little more than a year ago. The line connects with the Westcoast Transmission Line at the Canadian border. Not shown on this map is a spur into Idaho.



## Seattle, Washington

"For Thrifty Heat, Warm with Oil" is the slogan on the rear of the taxicabs in Seattle, Wash., largest city in the Pacific Northwest. Billboards picture a furry cat with the words "Oil Heat is Safe as a Kitten." At the same time, billboards and large newspaper ads also tell the public to heat with gas. Oil and gas are struggling for the heating load which is almost year-round in the city.

When a visitor presses the elevator button in the lobby of the Washington Natural Gas Co. building, a tape recorded message on the virtues of gas heat sounds over a lobby loudspeaker. Like the other utility gas companies in the Northwest, Washington Natural is after the heating load first. The reason for this was probably best summed up by Donald W. Hosford, sales manager for Portland (Ore.) Gas & Coke Co. He said:

"With the coming of natural gas to the Northwest in late 1956, we were faced with a pressing need for immediate load, both from the utility standpoint and also that of the pipeline. Large industrial volumes, at a competitive, offpeak price, were the obvious answer, but the sale of these volumes immediately created the attendant requirement for winter space heating capacity for load balancing purposes.

"In view of this you can understand that our primary emphasis has been on space heating, with oil, rather than electricity, as our competition. This certainly does not mean, however, that we in any sense minimize the importance of the cooking, water heating, refrigeration, air conditioning, and incineration loads in our future years, nor does it mean that we are presently ignoring them."

In short, the utilities have put out large amounts of money in extending their gas mains and now want to see some coming in. Industrial and heating loads are the biggest and easiest to get. Although the oil competition is tough, it is not impossible. Many utility gas and L. P. gas men in the Northwest feel that the electrical competition for cooking, water, heating, etc., is impossible.

Washington Natural Gas has no formal program of cooperation with LPG dealers but informally works with them in two ways, explained Norbert O. Fratt, vice president in charge of sales for the utility. One way is in the exchange of leads. When the utility comes across a prospect interested in gas but not on a gas main, a telephone call goes out to one of the LPG dealers in the area.

The utility's tariff agreement with the state obligates it to extend natural gas service to any customer who wants gas if the company can get back in one year one-third of the cost of hooking up that customer. Potential customers beyond the tariff agreement are encouraged by Washington Natural to go LPG. Then the company has an LPG dealer contact the prospect.

In turn, LPG dealers in the area have been turning over prospects to the utility if the prospect is on the mains.

### Holding operations

The second method of LPG

dealer-utility cooperation in the Seattle area is in short-term holding projects. These have been used successfully in getting new housing tracts to go gas. Washington Natural's new construction sales division maintains close relations with builders and contractors in the area and are first to know when a new housing tract will be built. If the tract of homes is in an area that will be served by natural gas in the near future—within about a year—the domestic sales division attempts to sell the contractor on gas. Although an attempt is made to sell an all-gas tract, Otis Smith of the new construction sales staff stated that such attempts almost always end in failure. The sales pitch is concentrated, therefore, on gas heat and the competition is oil.

But the first thing a builder wants to know whether he specifies gas or oil is "when can we get heat?" The builder wants heat in the house not only when it is ready for occupancy but while it is being built. There are several reasons for this in addition to comfort for his workers. Among the reasons are that wood lays better when there is heat in the home and paint doesn't discolor.

When the builder is sold on gas, Washington Natural lays the grid (runs underground pipe to each home) and installs individual regulators and meters. The grid stems from one pipe which is extended to

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A nest of three 1000 gal. tanks feeds LPG right into the natural gas grid which supplies 55 homes in this tract. The LPG dealer leases the tanks to the utility company, bills the utility for the gas.





Twin Maples, a tract of 50 new homes 15 miles north of Seattle, gets propane from two 1000 gal. tanks in the foreground. When gas mains are built, the LPG dealer will pull out the tanks.

a corner of the tract where it will eventually be hooked into the natural gas main. This is where the LPG dealer comes into the act.

Washington Natural calls in Liquefied Gas Corp., Seattle, for cooperative tract ventures. Liquefied Gas Corp. installs a nest of 1000 gal. tanks manifolded to a primary and secondary regulator and hooks the line into the tract's grid system. The primary regulator takes the propane pressure down to 23 lb and the secondary brings it down to 5 lb pressure at which it goes through the grid to the individual house regulators.

The tanks are installed on a lease basis with Washington Natural making all arrangements with Liquefied Gas and paying the lease and installation charges. Although tanks are leased on a fixed sum per year, they are usually out in less than one year. Liquefied Gas delivers propane to the nest of 1000 gal. tanks and keeps them full. All customer contact, including appliance installation and servicing and billing, is handled by the utility company.

The LPG dealer actually sells the L. P. gas to Washington Natural at a bulk propane price. The utility, however, bills the housing

tract residents at the price of natural gas. The difference is subsidized by Washington Natural which chalks up the cost to market development.

#### Five housing tracts

Last fall, Liquefied Gas Corp. was holding five tracts in the northern Seattle area for Washington Natural. These were all about 50 homes in size, although as large an area as Lake Hills, Wash., 100 homes at that time, was once held on LPG. The fuel situation in almost all of the homes is the same: gas heat, electricity for all other appliances.

Three of the cooperative project tracts, each about 15 miles north of Seattle, were visited by the writer. The first was Twin Maples, a 50 home tract with residences selling in the \$18,000 range. The grid was fed by a nest of two 1000 gal. tanks located at a far corner. New construction man Smith remarked that builders will not go for individual tanks but do not mind a tank farm located on their property.

The second tract, Fir Meadows, had 22 homes at the time but about 50 homes were expected in the tract when building is completed. Two 1000 gal. tanks served propane to these \$16,000 homes. Three 1000 gal. tanks were nested at one side of the Terra Park housing tract to serve 55 homes in the \$12,000 to \$14,000 range.

All five of these tracts were

scheduled to be put on natural gas by late fall.

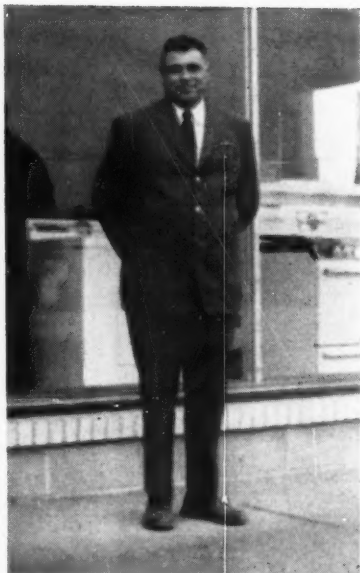
#### Gas promotion

Washington Natural's J. Wilson Gaw, vice president in charge of public relations, believes the campaign to promote gas is showing results for the utility and that the effects of the gas advertising and promotion should benefit LPG dealers. Future residents of one area of 400 homes, for example, were given their choice of gas, oil, or electric heating. Only 17 chose oil, one electricity, the rest gas.

In areas where natural gas is not now available, Mr. Gaw stated, the fact that gas will one day be available convinces people to go LPG in anticipation.

Commercial installations were pointed out by Sales Manager Fratt as good prospects for LPG heating because a propane-fired unit heater is the most economical method of heating. It might cost only \$1000 for unit heaters against \$6000 for an oil-fired steam boiler, he estimated. In this regard, he pointed out that LPG dealers in the Northwest have done especially well in getting commercial customers in shopping centers.

Queried regarding the possibility of the utility company helping LPG dealers get all-gas tracts now for far-future conversion to natural gas, Mr. Fratt answered that he did not feel LPG dealers could possibly pick up all-gas tracts in the Northwest due to the low electric rate.



Henry B. Morris, partner of Suburban Gas Co., Seattle, stands before his modern showroom which displays ranges and dryers among other appliances. He considers natural gas of some help, little hindrance.

The electric companies offer package deals in appliances and in rates, he stated. If a home has an electric water heater, it gets the all-electric rate.

Washington Natural looks forward to a substantial gas main construction program during the coming years, but the program will go in spurts. Due to the high cost of laying mains, the company expects to bust through into an area, then pick up as many customers as possible on that length of main. In this advance, LPG dealers will probably be called in to hold tracts or even individuals, but for short-term periods.

No cooperative promotion or advertising has been attempted by the utility and LPG dealers as yet. Washington Natural does send out its advertising schedule so that tie in ads can be placed by dealers alongside the utility advertising, but these are used at present only by the natural gas appliance dealers.

#### The LPG dealers' side

L. P. gas dealers in the Seattle area all agree that their relationships with the utility gas company has been cordial but—except for the exchange of tips on prospects

and the holding projects—relationships have been too distant.

Fred I. Rowe, vice president of Liquefied Gas Corp., which was recently purchased by Calor Gas Co., stated that his company has a good working relationship with Washington Natural and that the holding operations have proved financially beneficial. Holding a housing tract provides a chance to lease 1000 gal. tanks and a good LPG load with few stops and no billing.

Suburban Gas Co., Seattle (no relation to the huge Western U. S. Suburban chain), has been called in by utility companies to hold individual customers. But partner Henry B. Morris reported that his company's cooperation was possible only because he had many surplus tanks. He did not believe that he would have placed a bulk tank at an individual home on a short-term holding basis if he didn't have the surplus.

Mr. Morris joined other LPG dealers in their optimism as to the benefits they will derive when the Northwestern utility companies begin even stronger promotion. Dealers have already benefited from the heavy promotion on gas heat which has helped make the public gas-minded.

As to the invasion of the Seattle area by natural gas, Suburban's Morris stated that his company isn't worried at all. His LPG load one year after the coming of natural was the same as the year before. He did envision longer hauls, however, as his operations pushed out farther from the city. To cut these

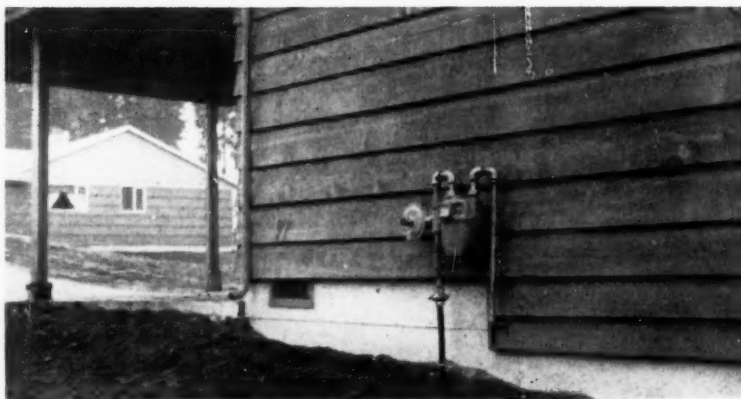
hauls down, Suburban is opening a new bulk plant in Marysville, Wash., some 35 miles north of Seattle.

Mr. Morris is optimistic about the gas kitchen load because of the tremendous influx of southern and eastern people to the Northwest, especially to the outlying suburbs. These people, he explained, bring their gas equipment with them and are already gas-minded.

Natural gas did not disturb much of the Seattle LPG dealers' heating load, according to Mr. Morris, since oil has always been the preferred heating fuel. But with the general shift to gas heating, the LPG dealers' heating load is growing right along with the natural gas heating load.

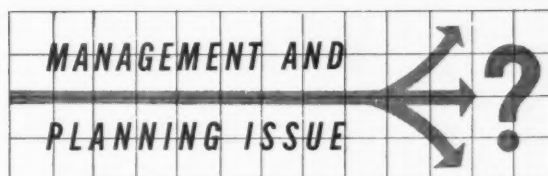
And all three of the Seattle LPG dealerships enjoy a good industrial load which continues to give them heavy gallonage right in the city. Suburban has several huge scrap metal yards which use bulk LPG for metal cutting and has developed a healthy industrial truck power load.

LPG and natural gas are living and working side-by-side in Seattle. Both industries look forward to a big future as they continue to work together in even greater unification and cooperation to lick the heavy competition of the oil industry for the long-seasoned heating load and then, using gas heat as a wedge, finally pry open the door and battle electricity for the water heating and finally the cooking, drying, refrigeration, air conditioning, and incineration loads. ■



LPG flowed through this regulator and meter when this picture was taken, but natural gas flows through it now. With this combination, oil heat didn't have a chance in this tract.





**C**REDIT is an important sales tool. But credit was designed to be a servant to the retailer and consumer. I have found too many L. P. gas dealers who have let credit become a master instead of a servant.

It is not uncommon to find an L. P. gas dealer who has completely dissipated his reserves to meet the demands of the credit buyers in his trade area. One dealer who called me in to help him out of the credit jungle had \$26,000 in accounts receivable and \$27,000 in accounts payable. When I looked over his books and let out a long, low whistle, he asked, "That's bad, isn't it?"

Yes, that was bad. But that dealer is not alone. During the last 21 months I have served 34 small independent business firms—many LPG dealers among them. Original computation of their receivables, which were almost all unsecured, showed \$963,198 on their books. Nearly a million dollars. Of this amount, \$558,654—an average of 58 per cent—was overdue. Included in those delinquent dollars were \$311,581 over 90 days late—potential bad debts.

It is important to note that in all of the 34 business firms mentioned above, untrained personnel were doing their best without standard credit office procedures in effect. The L. P. gas industry offers tremendous possibilities for profitable credit merchandising provided the man at the helm realizes that a plan of credit management is just as important in his operation as are inventory controls, budgetary controls, proper accounting procedures, and general management.

Much has been said and written on the subject. "How much debt load can the average American consumer carry?" I am more interested in "how much credit load can the average American businessman afford to carry?" Credit men know that our nation is healthy financially as long as our national economy stays far enough ahead of the total debt load carried by the American con-

## The sale isn't made until the cash is collected

*... here's how to collect it*

By WILLIAM E. LOCKE • Business Management Consultant

sumer. But since consumer credit is very sensitive to shifts in the national economy, it's anybody's guess what would happen in the event of a recession.

Postwar prosperity was wonderful. Cash was plentiful and sales

were easy. During the past years, however, there have been a great many significant changes in small business management. There has never been a time when sound credit management was more urgently needed than it is right now.

### Don't be afraid to ask

No sale is complete until it is paid for. An account on the books is fictitious until it is paid. But many LPG dealers are afraid to ask for money because they are worried that the customer will not do further business with them. In 30 years I have never lost a customer's goodwill by asking him or her to pay a bill. But the asking must be done properly.

There is no reason why a customer should not pay for what he buys from you, or at least make as much effort to pay you as you are making to collect his bill—providing you are making an effort.

If you lose a customer by asking him to pay his bill, you are probably better off without him.

Writing off a credit loss can become costly. Stop to think: If a dealer operates on 5 per cent net to sales, for every \$1 written off as a bad debt he must pump \$20 worth of LPG. And I have found that it is not uncommon



William E. Locke is a general management, credit management, and credit supervision consultant, operating his own firm with headquarters in San Francisco. He has more than 25 years of experience in the small loan, finance, and consumer credit fields. During the past five years he has established systematic credit management systems in 65 business firms, including many LPG dealerships, in northern and central California and in Idaho.

## CAUTION

**Accounts receivable  
turning over less  
than 80 to 85%  
each month**

among small LPG dealers to write off from \$3000 to \$5000 per year. That means that those dealers will have to sell \$60,000 to \$100,000 worth of gas to make up that loss.

The purpose of business is to make profits. Writing off bad debts writes off profits.

I suggested to one LPG dealer that he should hire an extra person to act as credit manager. He immediately howled. He couldn't possibly afford to pay a man or woman to take charge of his credit department. Then I showed him his books. He had written off \$22,000 worth of delinquent accounts during the past three years. The dealer had to agree that \$22,000 would have paid the salary of an additional employee and left a margin for profit.

Too many business men are being blinded by pressures from the consumer for easy credit. There are certainly no advantages to be gained by increasing the firm's total income and then jeopardizing it by promiscuously granting credit—especially unsecured consumer credit. Without controls, this type of credit can easily pyramid to the point where it is necessary to dip into reserves—as so many LPG dealers have had to do.

In spite of this, it is peculiar to me how many LPG dealers are more intent on getting a sale away from a competitor, and completing the installation, than they are in finding out how and when they

might expect payment. What good is the customer without his money? Wouldn't it be much more profitable to let the competitor take all of the bad deals?

### Danger signals

An LPG dealer—like any businessman—should never have outstanding in unsecured accounts receivable more than one to one-and-one-half times his average monthly gross sales. If his gross sales average \$20,000 per month, for example, his accounts receivable should never be more than \$25,000 to \$30,000.

Accounts receivable should be turning over no less than 80 to 85 per cent each month. That means that 80 to 85 per cent of the outstanding credit should be collected every month—and that can be done. This means also that no more than 15 per cent of the accounts receivable should be delinquent. Believe it or not, there are dealers with over 80 per cent of their receivables delinquent.

A delinquent account to me is any account charged during one month and not paid by the end of the following month. Any account—or any part of an account—over 90 days delinquent is a potential loss account. It should be treated as a loss account and delivery should be stopped until someone in the dealership discusses with the customer his ability to pay and every method has been made to get the customer to pay or show the dealer some justifiable reason to continue to carry him.

Obviously, there is no way to tell whether accounts receivable are turning over properly or if they are delinquent unless adequate accounts receivable ledgers are kept.

Accounts receivable should all be aged regularly once each month. This should be done right after the books are closed for the month and done in accordance with standard accounting methods of aging open book accounts receivable. The aging should be done by the credit manager, office manager or by clerical help. But aging alone is not enough. Each delinquent account must be classified by someone in charge of

credit as to what the account is worth in terms of future sales.

### How to collect

How does one go about turning over 80 to 85 per cent of his accounts receivable every month? There is no secret method for credit collection. Proper credit control depends on a proper understanding with the customer. The dealer must merely come to realize that he should make as much of an effort at an understanding with the customer as to how and when payment will be made, as he makes in putting the account on the books.

Naturally, the payment agreement must be kept within the abilities of the customer. The only

## DANGER

**Unsecured Accounts  
receivable more than  
1 to 1½ times  
average monthly  
gross sales**

way to know the abilities of a customer is to check them. I have found that most LPG dealers think they know their customers—but they don't. Their overdue accounts clearly show that. One dealer who checks every applicant for credit put it this way: "I carry my friends in my wallet."

Before granting credit without following the principles of credit selling, ask yourself this question: "Would I loan this man the amount of money he is asking for in gas or appliances? Would I even co-sign a note for him to borrow that amount from someone else?" The answer will probably be no—not without checking on him. But many LPG dealers forget that a

gas installation, an appliance, and the gas that goes into that appliance all cost him money.

The average dealer makes no agreement with a customer as to when and how the "open account" is to be paid. When he sends out a statement, he doesn't understand it when no money comes back in. I have found countless dealers who are quick to criticize customers for not paying by the 10th of the month following the month the purchase was made, yet they admit they have made no explicit understanding with the customer that the bill was due and payable on the 10th.

Such agreement is usually had in the case of a secured account, however. In most cases when an appliance is sold, the customer signs an agreement as to the size and interval of payments. But this is rarely done in the case of gas sales. It is significant that the major part of most dealer's delinquent accounts are unsecured.

### The wrong way

There is a right and a wrong way to collect accounts. The wrong way usually results in little money collected and loss of customers and goodwill. The wrong way usually starts when a dealer becomes pressed for cash. He decides to bring in some of his outstanding money. He calls in his drivers and servicemen and demands that they go out and collect. The drivers and servicemen are, of course, untrained and unskilled in such matters. When a customer is hard-pressed for money, he is usually emotionally disturbed. This is no time to send out unskilled collectors. And the majority of customers do not like a collector to come to the door. The results can be disastrous and fruitless.

If an LPG dealer wants to use drivers and servicemen to collect his accounts, he should hire experienced collectors and train them to deliver gas and service appliances. It is easier than training drivers and servicemen to collect bills.

This same wrong way is often used when a customer comes in to pay a bill. One of the office

personnel, inexperienced in cashing, usually steps up and asks, "How much do you want to pay?" This approach leads to the customer's paying less than the total amount due.

### Put someone in charge

The first thing I ask a dealer to do when I am called in to help with a credit situation is to select a person to act as credit manager. Most smaller dealers do not have a large enough operation to warrant hiring a skilled combination accountant and credit manager. We therefore select one of the regular office employees to serve as credit manager. Usually a suitable person is available. Then the person selected is trained on the job in proper credit techniques. These techniques can be made effective after proper credit procedures are established.

The person appointed as credit manager must have full authority on granting credit and making collections. I insist on that. The dealer himself must stay out of the credit picture. The reason for this is that the dealer is usually an overaggressive salesman. He is therefore prejudiced in favor of the customer when it comes to granting credit and to collecting bills. He should keep his nose out.

If the credit manager is responsible for collection of accounts, he should have a say as to what goes on the books. The credit manager

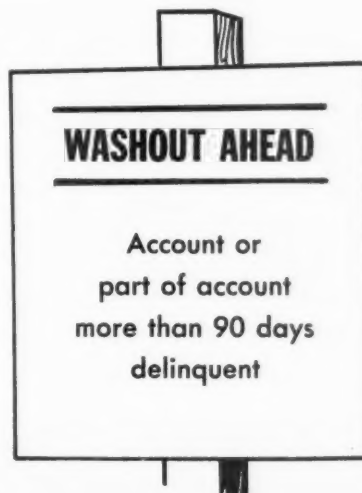
will not allow any accounts that he does not believe can be collected. He should therefore approve any credit sale before any gas or merchandise is delivered.

Action to collect a bill should be taken not only before the bill becomes delinquent but even before the sale is made. There is no reason to make the sale if the dealership won't be able to collect the money involved. Before the sale is made, the credit manager should get a credit application, proper identification, a brief analysis of the applicant's income, an idea of how well the applicant is established in the community, and a check of previous creditors either direct or through the local credit bureau. Just because a consumer might have a tank on his premises doesn't automatically mean he is worthy of credit.

The dealership should know all the facts about a customer when granting credit. The dealer is entitled to know as much about the customer as the customer would want to know about the dealer if the customer were granting the credit. I have found a large number of dealers who have used up reserves to meet the demands of credit buyers and their only knowledge of many of their customers has been the explanation "he's as good as gold and will pay me." I have always reminded those dealers that we have been off the gold standard since 1933.

One of the best checks on a man's credit is a telephone call to the credit references he is asked to list on his credit application. Such calls pay even if—especially if—the applicant comes from another city. I was called in by one dealer and in setting up credit procedures instructed the employee who was appointed credit manager to check all credit references by telephone because no credit bureau existed in his town. The dealer immediately said no. He couldn't see spending a dollar on a telephone call. I had to remind him that he called on me after he had charged off \$7000 to bad debts.

By granting credit only after getting pertinent information from an applicant and by arriving at



## THE GUIDE TO CREDIT COLLECTION

1. Investigate persons applying for credit.
2. Regulate the granting of credit, arriving at an intelligent understanding with your customer as to when you expect payment.
3. If your customer pays promptly, thank him.
4. Suspend delivery to delinquent accounts until a new and satisfactory agreement is reached through personal contact, telephone call, or letter.
5. Enforce payment of accounts which are past due without cause.
6. There is no reason for conflict between you and your debtor. Look for reasons for his delinquency. You may uncover bad management practices in your own company that cause his antagonism, delay in payment, and sometimes his complete refusal to pay.

an understanding with the applicant as to how much he is to pay and when he is to pay it, delinquent credit accounts drop off rapidly.

### Systematic follow up

But there will still be delinquent accounts. And a great many LPG dealers presently have delinquent accounts as the result of freely granting credit. How can these be collected? The answer, as explained before, does not lie in sending out drivers and servicemen on a collection campaign. The answer is what credit managers call "systematic follow up." The underlying theory behind this collection system is that you can catch more flies with sugar than with vinegar. But, in order to do so, you have to know how to use sugar.

When I help a dealer collect his delinquent accounts, we first advise all customers by direct mail that changes are necessary in the credit department and we explain what changes have been made, a credit manager is in charge of credit, and what is expected in the way of payment.

Then we age all of the accounts to determine which are delinquent and how delinquent they are, and we carefully analyze and classify each account and discuss the reasons for delinquency.

We start off easy on delinquent accounts in the beginning, especially where the dealer had no understanding with the customer. Systematic follow up begins by

sending a friendly reminder to delinquent accounts requesting payment and encouraging those who cannot make payment to come in and discuss the matter with the credit manager. For this, I use specially-prepared forms that get excellent results. If no response is had from the customer, the trained credit manager proceeds with a planned collection procedure.

When the customer comes into the office or is seen at home, an attempt should be made to get full payment. If not, the account pyramids. That is, the account is partially paid but the customer continues to charge so the total unpaid balance continues to go up. If it is necessary to take partial payment, explain that partial payment will be accepted but agree on when and how the balance will be paid. Showing resistance to partial payment makes the customer keep sight of the importance of paying the entire bill when due. The customer should definitely get the idea that the next time he comes in, he should bring in the full payment.

Systematic follow up and collection is an important function of the credit manager and should not be the responsibility of the sales, delivery, or service staffs.

All of the above can be summed up in six specific rules which I give as a guide to all credit managers:

1. Investigate persons applying for credit.
2. Regulate the granting of

credit, arriving at an intelligent understanding with your customer as to when you expect payment.

3. If your customer pays promptly, thank him.
4. Suspend delivery to delinquent accounts until a new and satisfactory agreement is reached through personal contact, telephone call, or letter.
5. Enforce payment of accounts which are past due without cause.
6. There is no reason for conflict between you and your debtor. Look for reasons for his delinquency. You may uncover bad management practices in your own company that cause his antagonism, delay in payment, and sometimes his complete refusal to pay.

### Results

Does this plan really work? What results can be anticipated? The results anticipated are the same as may be expected from any other type of change or business improvement. Results depend on cooperation of the staff and its desire to do a better job to help the employer. This, of course, throws the burden right back into the dealer's lap, since he must bring about this cooperation.

Here are some specific examples of actual dealerships, identified by alphabetical letter, showing the amount by which accounts receivable were reduced after instituting this plan.

Dealer A: \$10,981.

Dealer B: \$ 8,833.

Dealer C: \$26,205 in six months.

During the first four months, sales were \$22,564.20 more than during the same period the year before.

Dealer D: \$ 5,971.

Dealer E: \$15,141.

Dealer F: \$15,097 in 90 days.

Dealer G: \$32,222.48 in four months. Dealer G's bank deposits are now up \$10,000 per month more than during the previous year.

One credit manager writes that  
(Continued on page 86)





*...well balanced*

Well balanced service to our LP-Gas contract customers is the lifeblood of the Sid Richardson Gasoline Co. Their success means our success.

We have an outstanding record of contract customer co-operation. Top quality products are delivered on schedule and priced to keep our customers competitive.

At no time does our balance of interest swing away from our customers. We have no company-owned or controlled wholesale or retail outlets competing with our customers for product or co-operation.

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**629 FORT WORTH CLUB BUILDING • FORT WORTH, TEXAS**

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INDIANAPOLIS, INDIANA

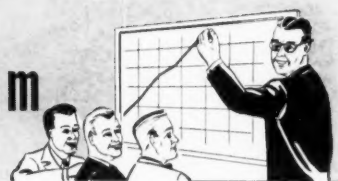
MARVIN L. DOSS  
509 GLEN HAVEN DR.  
ABILENE, TEXAS

H. L. SCHMIDLEY  
869 ST. PAUL AVE.  
ST. PAUL, MINNESOTA

WILLIAM T. CARL  
3185 DEWEY  
OMAHA, NEBRASKA



## Sales Training Program



PART

5

## Objections can be guides to better selling

By CARL ABELL • Editor

**N**OT every prospect will buy without a struggle. Most of them will raise one or more objections during the course of the sales talk. And nothing bothers the green salesman more. Here is something that will come to new salesmen as a great surprise: Sales authorities agree that the prospect's objections are a normal and useful part of the sales interview.

Regardless of what they sound like, most of these objections are signals to the salesman that he has not made some point clear. The prospect may not realize this himself, so the objection may be in the form of an unfavorable comparison with some competitive product. He may even make a flat statement that he would not buy your product because of this or that or the other difficulty or shortcoming. He may be totally unfair to your product. But none of these situations are hopeless unless they are handled wrong. They can generally be handled right, and sales can be completed in a good percentage of the cases.

The ideal way to handle objections is to avoid them. Impossible as this sounds, a great deal may be accomplished in that direction through study and planning. If, for example, the same objection is raised by several prospects, there is a definite reason for that objection

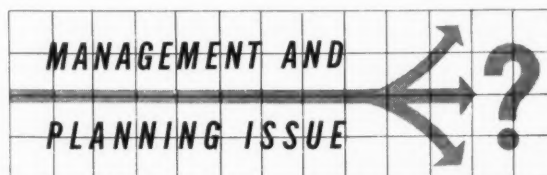
and the smart salesman will rebuild his talk so future prospects will not bring it up.

One of the worst things you can do when a prospect starts to make an objection is to interrupt. This is not only impolite, but it also gives the prospect the impression that you are not willing to consider his or her opinion. Your cue is to listen quietly and attentively, no matter how inaccurate or silly the objection may appear to you. Many star salesmen go even farther—they restate the objection just to show the prospect that they take the matter seriously. They even add a few words to give the impression that quite a few people hold that same opinion. This is good strategy—it builds up the prospect's ego. When you have gotten this far, your next job is to change the prospect's stated opinion without lacerating that ego. This calls for diplomacy, and how you should handle it depends to some extent on the nature of the objection.

Sometimes the prospect's stated objection is a clear picture of what he has in mind, and sometimes it is misleading, and meant to camouflage a true condition which the pros-

pect does not wish you to know. Take for example the prospect's statement that your product is priced too high. He may really think that is the case, or it may be an indication that he does not have the money available to make the purchase. Or it may just be the bargaining instinct coming out. New salesmen, or weak-kneed older salesmen, generally take this as a signal to cut the price, or to drop at once to the promotion of a lower priced model. Neither of these courses pays dividends in the long run. The chances are about 80-20 that you have slipped in the presentation of your sales talk, either by failing to build up the prospect's mental picture of the desirability of your product, or by letting the discussion turn to the subject of price prematurely—which is any time before you have established in the prospect's mind that your product is more desirable than the amount of money it costs. Match this up against the three possibilities mentioned in the previous paragraph.

1). The prospect may really believe that the product is not worth the money. This is a clearcut case that you have not made it appear





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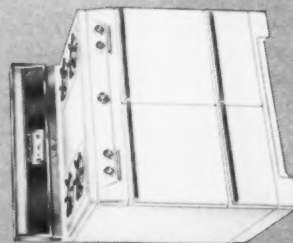
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Handsome styling and the most advanced luxury touches available. HARDWICK 6500 features high broiler and electric rotisserie.



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Gives top cooking performance in today's smaller kitchens. Boasts the mammoth 24" oven and the new, glamorous Starfire back-guard.

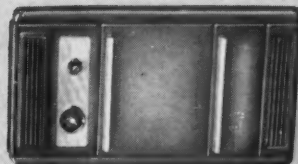
### 20" APARTMENT MODEL

Is available with many of the line's luxury features. Its excellent, high-style design enhances kitchens, its proportions perfect.



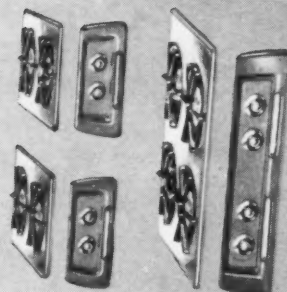
### HARDWICK BUILT-IN OVEN

Inexpensive to buy, easy to install. Finish matches counter units in choice of white enamel, copper-tone, brushed chrome.



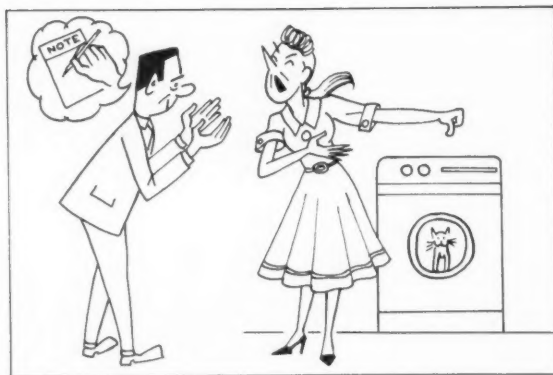
### FABULOUS HARDWICK BUILT-IN COUNTER UNITS

Available in cluster top "Quartets" or divided top "Duet" Units. Connections made at front of counter.



**HARDWICK STOVE COMPANY • CLEVELAND, TENNESSEE**

Top salesmen make a mental note of customer objections during the sales talk. The sales talk is then reworked so as to anticipate these objections and overcome them.



sufficiently desirable, and that you must strengthen your sales talk. You can back-track and do this now, but you should arrange to give a stronger sales talk in the future to prevent the raising of this objection by a person who is able to buy.

2), The prospect may not believe it will be possible for him to buy. This is sometimes a little harder, but in a great many cases a live salesman can complete the sale by offering different terms, or by helping the prospect to analyze his income and budget problems, and working out a method to make the purchase without exceeding his ability to pay.

But the first step in handling this situation is to back-track and build a stronger case for your product. Here is where the emotional appeals discussed in a previous lesson are particularly useful. In particular, you should avoid any discussion of price or terms until you have built up a strong desire for your product. Make the prospect drool, and then it is time to help find a way to make the purchase possible. Emphasis is on the "help." This may take many forms. One of the best is to offer a credit on the monthly payment, or a credit on the gas bill, for every prospect this customer can send you who will buy an appliance—and an extra credit for a new gas customer. The monthly payment is what she is worried about—it is much more effective to give her a chance to hold the payment down than to offer a cash payment for turning in a new prospect.

Handling the third case—the person who merely wants to beat you at bargaining—is a little different. The crux of the matter is not actu-

ally dollars and cents. This person must have the emotional lift that comes from feeling that he has struggled with you, and won. And it is not necessary to cut the price of the job for this type of customer. All he needs is some reason to feel that he has received special treatment—that he has gotten something that not every customer can get.

Since there are always some of these born bargainers on your prospect list, you should recognize the facts of life and be ready to deal effectively with them. Your sales plan should include a number of possible favors that are there for this specific purpose. Every "high-powered" sales organization has these special deals, be it in the automotive, clothing, jewelry, or any other line in which high pressure selling is practiced.

We are not by any means advocating high-pressure selling in the L. P. gas and appliance field, but we should not ignore the psychological principles that high pressure salesmen have found essential, and which can be adapted without undesirable results to the "helpful" type of selling that is necessary in this field. Let's take a group of examples, first in other fields and then in LPG.

In our home town there is a high-volume store specializing in men's suits and sport clothes—one of these "factory-to-user" deals. They get reasonable prices for their merchandise, and it is good in quality and styling. The floor salesmen can not cut a price to make a sale, but they can and do call a department manager when they hit a customer with a deep-seated bargaining instinct. Of course it flatters the customer to be waited on by the boss,

which is step one in satisfying the demands of his ego. The boss' pitch goes something like this:

"You'd really like to have this suit, but you think the price is a little high. I can't cut the price of that suit—it is already priced just as low as we can go on that quality. I'll tell you what I *can* do that will help you. We have a few very fine sport shirts that are not moving as they should because they are too high priced for our clientele. They sell regularly at ten dollars, and our customers will seldom go over \$5.95 for a sport shirt. If you want to take the suit at the regular price I'll let you have two of those shirts at five dollars each." Of course he does not tell the customer that those shirts were bought from a bankrupt stock at a lower price, just to have them on hand to help close deals with born bargainers.

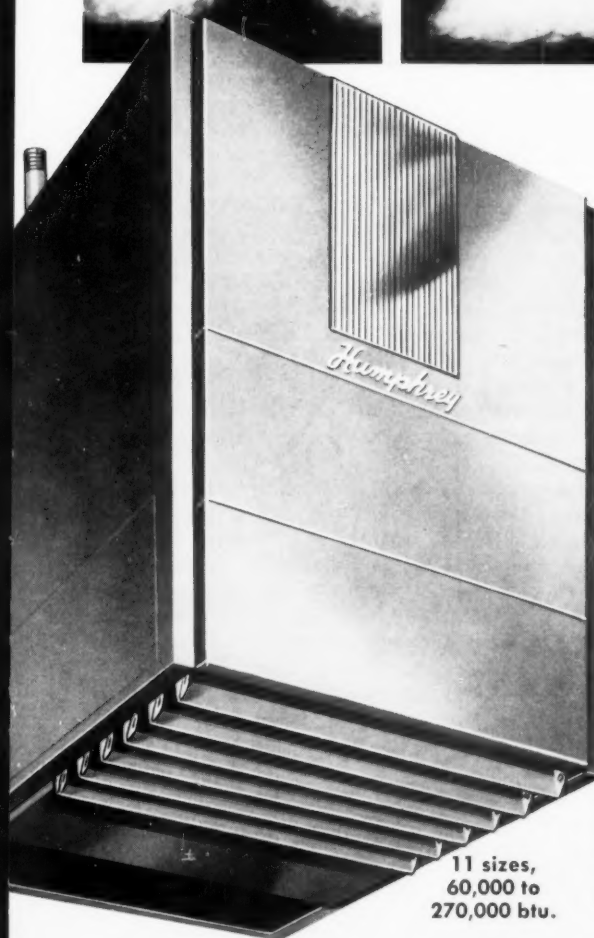
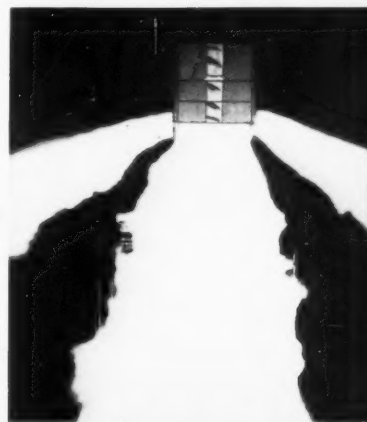
The automobile industry is all set up to do business with bargainers. Their first price is a long way from their last price, and if a prospect will hold out he can still get some extra concessions. There is always something extra that they will throw in for free, or an exchange of standard equipment for special equipment that can be made at no extra cost, or some special equipment that can be installed "at our cost." My son bought a Ford station wagon about three years ago, to use on a mining location where the roads were strictly awful. He had it all picked out, including model, color, and overdrive transmission. Two dealers were within ten dollars of each other with standard tire equipment, and the haggling boiled down to the extra price for heavy duty tires. Then the salesman who was ten dollars high had a bright idea. Up in the storage rack was a set of nearly new snow tires that had been taken off of a "trade-in." Here in Southern California they were not exactly "hot" merchandise, and they might be on the shelf for a long time. The salesman suggested that my son take these along as extras, priced at thirty five dollars for the set. This concession got him the deal.

Up in North Bend, Ore., Walter Kraus (Bay Heat Inc.) had a toughie. Electric competition was strong, and on top of this a new



# NEW *Humphrey* *Multi-Directional* AUTOMATIC GAS UNIT HEATER

*FIRST to deliver Warm Air*  
*STRAIGHT DOWN and from front and sides*



11 sizes,  
60,000 to  
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These smoke test photos tell the story of the greatest advance ever made in gas unit heaters. Here is the first unit heater to deliver warm air *straight down*, and from front and sides — the first with interchangeable and optional louvers that can be installed on the job, to provide the most effective warm air circulation for each individual installation! Equipped with top-mounted fan, unique "open-top" heat exchanger, and completely enclosed controls. May be ducted to use 100% outside air for combustion, or installed in batteries of several units using same piping, wiring and vent.

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## GENERAL GAS LIGHT COMPANY

Kalamazoo, Michigan  
Originators of Gas Unit Heaters



### MOST ADAPTABLE UNIT HEATER EVER DESIGNED



FRONT  
DISCHARGE



FRONT AND  
BOTTOM  
DISCHARGE



BOTTOM  
DISCHARGE



SIDES AND  
BOTTOM  
DISCHARGE



SIDES AND  
FRONT  
DISCHARGE

television station was about to open. Like nearly all Western communities, North Bend was growing fast, with many new homes being built around the outskirts.

When it came to bargaining, the electric company could outdo him on terms, and that might be important, particularly with new home purchasers. And in the older houses it was perfectly apparent that appliance sales would be slow. TV would have priority, and unless some special provisions were made these people would be getting along with their old appliances, no matter how worn out, until the TV contracts were paid off. Kraus took the bull by the horns, and located and bought a carload of the past year's TV sets from a distributor who was overstocked at the time the model changed. Then he fixed up a deal which included his best model CP gas range at the regular list price, with a free TV set as a bonus. There was a charge for installation of the

TV, plus the sale of the aerial, but the "kicker" was the free TV set. Profit-wise he came out without loss, and he secured several dozen new customers for his gas who might otherwise have bought electrical appliances, or who might have waited a good many months before buying any appliances.

The electric company had made the community exceptionally bargain-conscious by advertising prices and terms. The purchasers of the range and TV combination felt that they had beaten both Bay Heat and the electric company—and perhaps some of them did. A few held out for an extra bonus of the utensils and kitchen items that Kraus keeps around for various promotion purposes.

#### Arguments lose sales

In handling any sort of objections, there is a strong temptation to prove that the customer is

wrong—to beat him or her in an argument. In most cases, the salesman has the facts and can easily win the argument. That's all right if you are in business to win arguments, but it is disastrous if your goal is to make sales. In almost all cases, if the salesman wins the argument he loses the sale. And there is a perfectly sound psychological reason why this is so. Let's see what happens when you, the salesman, win an argument on a point advanced by the prospect.

The prospect has made a statement which expresses his belief at the moment. Whether he takes it seriously or not, to him it is the truth. You disprove his statement, and it gives you your little moment of triumph—which shows all over your face. What have you done to the other person? You have proved him to be a liar. Being shown up as a liar is never a pleasant situation, even though it may be true. It does not make friends, and it

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### Suggested Program for Sales Training Meeting No. 5

A careful study of prospect's objections can pay large dividends in any sales organization. To derive their full value, a careful record should be made by each salesman immediately after the interview, listing all objections made by that prospect. Not just the new objections—list them all. It is particularly important to know about those which occur repeatedly. If one salesman's record shows recurrence of one objection that does not bother other salesmen, it points to a weakness in his sales talk. If the same objection bothers all salesmen, they may all be weak on that particular point—or the company's sales policy may need revision.

These records should be kept continuously over a period of several weeks, and the practice should be repeated every few months to catch weaknesses as they develop. Records of the few days before the sales meeting will uncover most of the more serious objections. Based on a study of these reports, the meeting leader will be able to pin-point those which need immediate attention. These should be discussed one at a time in this sales meeting. Proved techniques for handling each objection should be demonstrated by the salesmen that they do not trouble, and the solutions should be sought for the objections that are troublesome for all.

Do you keep a record of the number of interviews and number of sales made by each member of the force? The percentage of successful sales talks given by each salesman will be valuable to the sales manager

and to the salesman. With full-time salesmen this serves to gauge the performance of each man, disclosing whether or not he is interviewing enough prospects, and establishing his ratio of success. Together they establish the "par for the course."

This will surprise the salesmen: The records will generally show that the men who give the most sales talks will report the lowest number of objections and the highest percentage of sales to sales interviews. The reason? The man who can turn objections into sales enjoys his work more, and that could be the reason that he sees more prospects. Inability to handle objections results in lost sales, and this cuts down the salesman's enthusiasm. So here is your meeting program:

*Preparation:* Have all salesmen report each sales interview between now and the time of the meeting, listing all objections brought up by the prospect, and whether or not the sale was made.

*In the meeting:* Have the salesmen help each other by giving demonstrations on the way they avoid or answer the more frequent and serious objections. If time does not permit complete coverage, hold short meetings at convenient times on succeeding days, and cover one or two objections.

*After the meeting:* Have a heart to heart talk with each salesman who shows a low number of interviews or a high percentage of unsuccessful sales talks. Objective, to build up confidence so he will want to work on more prospects.

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**D**omestic systems by Master are high quality products you can depend upon because of Master Tank & Welding's years of experience in building better, stronger, safer tanks. Only the highest quality materials, the most advanced engineering, and the finest workmanship are used in constructing a Master tank. From the largest to

the smallest, there's a Master domestic system to fit your particular need — all sizes and capacities through 1,000 gallons. Master tanks are constructed of double welded Hi-Tensile steel to meet ASME Code construction. Inspected by Hartford Steam Boiler Inspection and Insurance Company.

Call Master for all your LP gas pressure vessel needs.



never influences people favorably. If you want to be a successful salesman, you will avoid all opportunities to prove that your prospects are wrong.

So winning arguments comes under the classification of "what not to do." The prospect's question or objection can seldom be ignored, so it must be handled in a way that will satisfy him without making him mad. And this is just as easy as giving him an argument. You give him a chance to "save his face." You use what the sales authorities call the "yes, but" technique. You seem to agree with him for a moment, letting him think that he could be right under certain circumstances. That costs you nothing, either in "face" or in bargaining position. And then you proceed to analyze this particular case and show him that the objection does not apply.

For example, suppose he raises the old bungaboo about the hazards of L. P. gas, and he would rather have an electric range for that reason. Shall we work out a good answer?

"I know what you are thinking, Mrs. Jones. From the way the newspapers play up the subject, it would be easy to believe that gas offers more hazards than electricity. But our local fire chief will tell you that his department is called out more often for fires originating with overloaded electric circuits and defective electrical appliances than for fires caused by any kind of gas.

"The National Fire Protection Association tabulates the reports from all the local fire chiefs all over the country, and once a year

they publish a summary of the causes of all the fires for which causes can be determined. Here is a copy of one of their recent reports. In spite of the impression you get from sensational newspaper reports, that certainly paints a good picture for gas."

#### Gas vs. electric complaints

Or we could take up the classic objection that grease from the gas settles all over the walls and curtains, while electricity burns clean. All right, let's answer it. "Yes, Mrs. Jones, we have heard that complaint many times. But oddly enough, we hear just about as many complaints that are the other way around. We had at least two customers who changed from gas to electricity to keep the kitchen walls and curtains clean. Last week we got our second customer who changed from electricity to L. P. gas to keep her kitchen walls and curtains clean.

"That could be confusing, but I think the Home Economics Department of the State University has given us the right answer. They tell us that both the electric cooking element and the gas burner are equally clean at the source. The electric element discharges absolutely nothing into the atmosphere. The gas coming through your burner is completely converted into water vapor—just like the steam from your teakettle—and carbon dioxide, plus the faintest trace of sulfur dioxide from the odorant in your gas. There is nothing else, and none of these are greasy. You will not find any greasy deposits on the outside of

your pans. But we do find walls and curtains taking on a thin film of grease, and it can happen from either gas or electric cooking. Sometimes one is worse, and sometimes it is the other.

"The home economists tell us that it comes from the food. Fast boiling causes the oils and fats in the food to vaporize, and these vapors are carried into the room by the steam currents. They have to settle somewhere. Frying food puts more greasy vapors into the air, and the hotter the frying, the more fine vapor is thrown out. You can boil a pot too fast with either gas or electricity—the food cooks just as fast when it is barely boiling as it does when great clouds of steam are going into the air, so there is no reason for rapid boiling. It is easier to control boiling to the minimum with gas, and if you do that, you get less oily water in the air.

"Frying is different. Most people fry their goods as fast as possible, and you can get more heat into the pan, and get it there faster, if you cook with gas. It isn't necessary—in fact, most experts recommend slower frying. It gives less 'overdone and underdone' effect, and the food is cooked more uniformly all the way through.

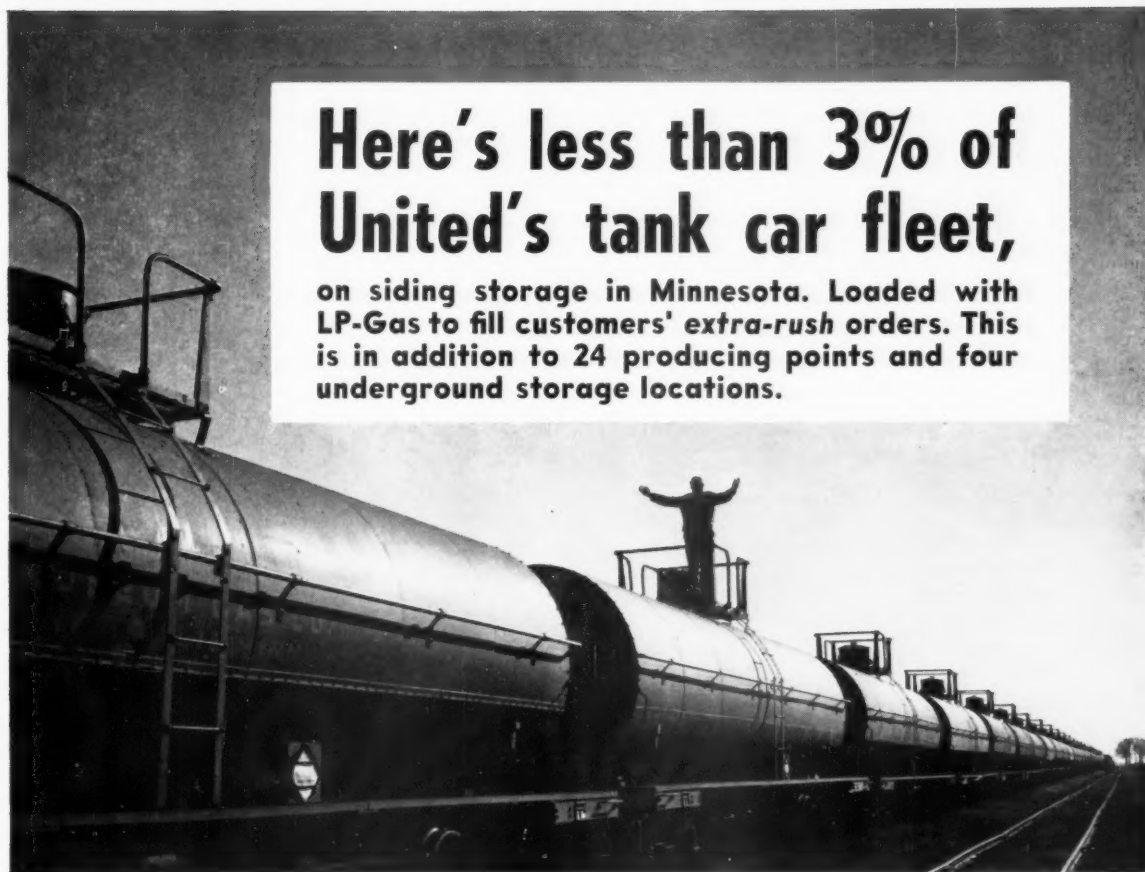
"When it comes to broiling, we have something entirely different. Broiling vaporizes a great deal of the fat out of the meat. With the electric broiler, it does not burn in the enclosure—the door is left slightly open to keep all of it from settling on the walls. But it does come out into the kitchen, and it drifts all around—even into the living room and out doors if you will let it. The gas broiler does not work that way. The door is kept closed so the vaporized fat can not escape, and as it circulates around the enclosure it is drawn into the flame and burned clean. That difference also explains why the broiler must be cleaned much more frequently with electricity than with gas.

"So we see that the amount of grease on the walls and curtains depends less on whether the cooking is done with gas or electricity than on the habits of the cook. Someone who does not like to cook, and wants to get it over with, can

Some salesmen will not be bothered by certain objections which arise for others. These men should give their sales talks to the rest of the salesmen so that they can determine how the objections are covered.







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mess things up more with a gas stove because it is possible to boil things harder and fry them faster. That isn't necessary. If you really want to protect your walls and curtains you can do it easier with gas, because you can throttle your flame precisely and instantly to the ideal temperature for good cooking and minimum vaporization of the oils and fats in the food.

"With the electric range, that is not so easy. If you find the cooking temperature is too high you can turn it down, and then wait quite a while for the heating element to cool off. And if you can afford steaks every day, and like yours broiled, the gas range will save its cost every few years because you will not have to repaint the kitchen so frequently, and because laundry bills and wear and tear on curtains will be much less. You can even afford to have steaks more often."

### Good sales pitch

So we have the objection answered without making the customer a liar, and it has been turned into a good sales pitch. This is really the ideal way to handle the objection, and it also leads to a valuable guide in constructing your sales talk to answer these standard objections before they are raised. On these points on which a high percentage of your prospects are likely to take a point of view contrary to the facts, as will certainly be the case in the last example, you should anticipate this condition, and build your talk with that in mind. This is important, because a sensitive person may take offense if you prove that his or her unexpressed opinion is wrong without creating some face-saving loophole.

You could introduce the above subject into your regular sales talk along these lines, and avoid the risk of offending: "There is a great deal of confusion about the relative cleanliness of L. P. gas and electricity. Some people believe that electricity is cleaner, but there seems to be about an equal number who are just as thoroughly convinced that gas forms less deposits on the kitchen walls and curtains. I think the

home economics experts of some of our state universities have given us the right answer. Both gas and electricity are equally clean at the source of the heat. Neither will deposit grease or soot on the pots and pans. The deposits on the walls and curtains come out of the food, and the amount depends on the way the food is cooked, etc." And you go on from there building the sales talk that builds desire and heads off the objection that you suspect may be in the prospect's mind.

So far we have considered only those objections which you believe to be sincere—those on which the prospect would be likely to make an issue if you were willing to argue. There is another class of objections that you can generally be sure are not genuine—they are just excuses that are offered by the prospect who has difficulty making a decision. These generally show up as thinly disguised efforts to spar for time, like, "I want to check over my finances before I sign an order," or "I don't want to buy just yet." You know that the prospect knows about the finances before starting to shop. You also know that the desire for the appliance is stronger now than it will be tomorrow or next week. The whole problem is that the prospect has difficulty making a decision, and the way to reach a decision is to make the desire a little stronger and then make the decision yourself. The trick will be to get the prospect to go along with your decision. (This will be covered in the next assignment.)

This "stalling for time" type of objection must be listened to just as politely as the legitimate objection—and then you go right on with your pitch. If you recognize its validity by discussing it either pro or con, it is likely to build up into great importance in the prospect's mind. One of the most successful techniques is to give a particularly strong sales point, then summarize several other strong points that you have already made, and to which the prospect has already agreed, and then ask some innocent question which requires making a choice between two alternatives based on personal pref-

erence. A typical question at this point might be, "Would white or light green enamel look better in your kitchen?"

The prospect has already told you, indirectly, that she wants to buy but is not yet able to undergo the strain of making the big decision, so you help her out by asking her to make a minor but related decision. This is the "trial close," which will be discussed in detail in the next assignment, but is introduced here because it is a necessary part of the treatment for the stalling type of objection.

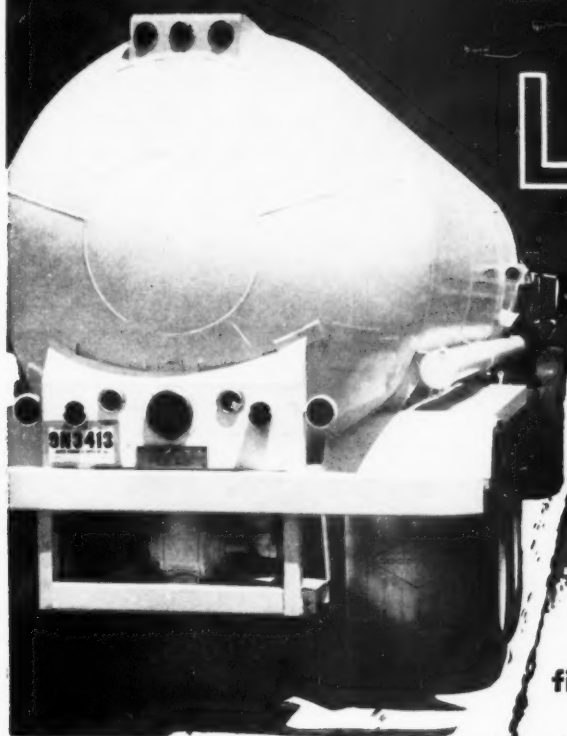
### Stalls

Sometimes the prospect will raise the objection that she can not reach a decision until she consults her husband. More often than not this is also just a stall, and can be overcome by the procedure described above. At any rate, there is a great advantage in carrying the interview through to the point where you know exactly what she would prefer to have in the way of color, size, special equipment, etc. If you find, after going through these steps, that it will be necessary to see her husband, you already have full information on what she would like. You should then arrange a definite date, just as soon as possible, to see the two of them together. The ideal place for this conference is the showroom, where you can show the actual appliance for which she has expressed preference. If that can not be arranged, and you must meet them at their home, take along a picture of the model. This should be on a separate sheet, and preferably in full color.

The strategy of this should be clear. You already know which model she wants to buy, and nothing would be gained by giving him a chance to pick out something else. This might involve them in a long discussion that could lead to further delays. You want to know just one thing—is he willing to let her have what she has already decided that she wants? By clearing away her objections in advance, there will not be much left to discuss except when the installation is to be made and how the payments will be arranged. ■

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to the largest --

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From small units, for home delivery on the Great Plains, to 10,000 gallon transport tanks to haul loads in the steep Rockies, LMC has pioneered many changes which are now standard features on all transport tanks.

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Write, wire, or phone today! Find out how easy it is to purchase on the Budget Plan or the LMC Lease-Purchase Plan.

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## Sales Management Program

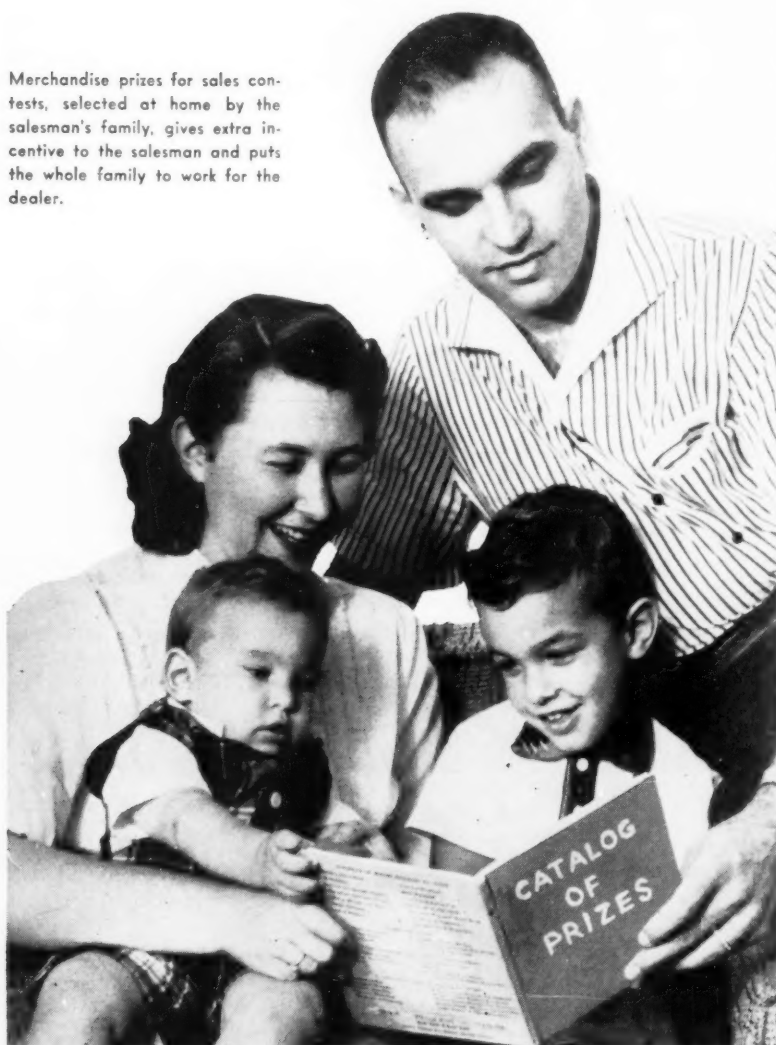


### *Part 5 of a Series*

# Giving salesmen that extra push

By MARTIN A. BROWER • Associate Editor

Merchandise prizes for sales contests, selected at home by the salesman's family, gives extra incentive to the salesman and puts the whole family to work for the dealer.



A SALES contest can help pull salesmen up out of a slump, spur them on to efforts above and beyond the usual humdrum routine, increase sales volume, push hard-to-sell appliances, introduce a new appliance or service such as budget billing, bring in new customers, and encourage the use of new selling skills. It makes a game out of the job and can add the entire family—especially the salesman's wife—to the sales force.

Now wait a minute. Don't go flipping the page because you think a sales contest is only for the big dealerships or that it might cost more than you can afford. As a matter of fact, a sales contest can be put on with only one or even no salesmen. And a sales contest costs nothing.

The idea behind a sales contest is that a salesman will do only so much for money. Sure money is a wonderful commodity. But it usually goes for paying more of the same old household bills. When money has driven a salesman as far as he cares to go, one of the basic human desires such as recognition or acquisition will often make him go farther.

Salesmen need stimulation because of the nature of their work. They are away from the office most of the time. Often they are met with a cold reception or even downright hostile attitudes. They hear the buyer's viewpoint expressed so often that they tend to believe it rather than to continue to accept and apply management's viewpoint. Under such conditions, it is easy to settle into a routine method of selling and to fail to give one's best efforts.

In short, salesmen tend to go stale. They get bored. They are continually faced with sameness



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Convenience .. Ease  
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Three sizes — 1,000 WG, 2,000 WG and 3,000 WG.  
Completely self-contained with choice of pumping and meter-  
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Available with "Texoil" dispenser for service station  
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Painted two-tone to match major oil company colors if  
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No sharp corners or obstructions to hamper operations.  
1,000-WG unit uses less than a 7-foot square...no fence  
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Spray-filling for easy refueling of tank.

This is the ideal unit for the service station operator who wants to  
take advantage of those additional sales and profits on LP gas...  
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for the LP gas dealer. It's easy to install and the entire unit can be  
moved in one operation.

# DAL-WORTH TANK COMPANY

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—the same prospects, the same products, and the same resistance. They need a change of pace or rhythm.

R. F. Horan, noted merchandising consultant, has gone as far as to state that a company should never be without a sales contest of some sort. Disagreement exists as to whether to run a continuous contest or to put on contests in spurts, but everyone agrees that at least an occasional sales contest is not only a good thing but a must for every sales organization.

### First things first

You can't take a group of salesmen who are paid by means of a poor and outmoded compensation plan and who are dissatisfied with their boss, the company, and their jobs and expect to spur them on with a sales contest. Such an effort is bound to fall flat on its face. Obviously, a sales contest must be run on a sound foundation.

Compensation plans have been discussed in part four of this series, "That All-Important Paycheck." But while a sound compensation plan with incentive pay allowances is basic to any sales incentive program, it is only part of the story. As pointed out before, money only goes so far.

Satisfaction with the job, the boss, and the company is even more basic to sales success in many cases than is the paycheck. A man might stay on and do a good job if he is satisfied with his employment situation even if his paycheck isn't to his liking. But a man who is dissatisfied with his employment situation is likely to leave a job that offers no reward except money—and if he hangs on just for the money he and the company are better off parted.

A recent study showed that there are at least five sources of job satisfaction other than pay. These include recognition, the need to feel one's achievements are made known to others; achievement, the need to feel one has done something worthwhile or important; autonomy, the need to feel one has power over one's actions and has an area of prime

responsibility; affiliation, the need to be related to people, to have friends and to be in communication with others; and evaluation, the need to feel that the standards for judging one's behavior and performance are reasonable and just.

Using these basic drives, the L. P. gas dealer or sales manager can motivate each salesman in a positive manner.

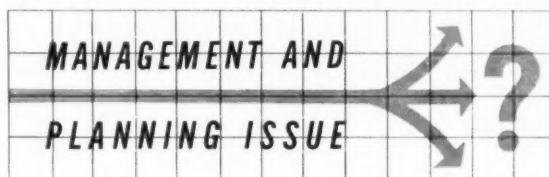
The art of doing or saying things that fires each man's imagination is an important art to acquire. Most L. P. gas dealers or sales managers know each of their salesmen well enough to do that. Each salesman has at least one major dream that can be worked on whether it is sending a boy to college or taking a particular trip. Firing up that desire can result in higher productivity that will

laid—a sound compensation plan and good employee-employer relations—the salesmen are ready for that extra spark: the sales contest.

### The sales contest

There are three motives for which men exert themselves, according to sales expert Fred DeArmond. These are: 1) the spirit of play, 2) the acquisitive instinct, and 3) the competitive instinct, or the desire to excel and be noticed. Sales contests satisfy all three of these motivations.

The acquisitive instinct, that is, the desire to acquire, is usually even stronger in the wife. And the competitive instinct, the desire to be noticed, usually includes to a great extent the desire to be noticed by the family. For these reasons, the salesman's family is



benefit the firm and actually help the salesman realize that dream.

But nothing stimulates a salesman so much as a pat on the back. Many sales managers or dealers are so busy that they forget to give that occasional pat. It is about the least expensive way known to motivate a salesman. Everyone likes praise but few get enough of it. Give credit freely. Let a man know if he is doing well.

In order to motivate, it is necessary to know the basic motives that move salesmen. These include those listed above plus approval by others, social acceptance, self-respect, self-expression, consideration, personal dignity, esteem of others, opportunity to progress, desire to excel, and participation.

Psychological motivation can be carried on in everyday contacts, in personal conferences with salesmen, and in correspondence with the salesman and his wife.

Once the groundwork has been

often used to great psychological advantage in a sales contest.

How well do sales contests work? A recent article in *Pageant* tells of one company whose sales increased by 3000 per cent during a sales contest. This is a pretty fantastic figure and not one that many firms will equal. But in any case, as Pyrofax Gas Corp.'s Otto Neustadt puts it, "A sales campaign is a fine stimulant for new business. It is particularly so in our business because the customer sold during the campaign continues to buy the service that you and we sell, for years to come."

### Organizing the contest

First step in putting on a sales contest is to set a goal. What do you want to get out of it in addition to giving the salesmen a lift? The goal of most sales contests is increased dollar volume of sales, but contests can also be held for adding new customers, increasing the sales volume of a particular



**Cuts Operating Costs**—Metered service ends costly cross hauling, and out-of-gas calls, dead-heading of trucks and increases gallonage per truck mile.

**Customers See What They Use**—Metered service builds customer confidence and loyalty because they can read their own meters and pay only for the gas they use each month.

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Almost half of Suburban's customer winter fuel supply is purchased in summer and delivered before cold weather starts. In addition to other advantages, this frees deliverymen for installation and service during peak periods when cold weather starts.

For LP-Gas dealers, large and small, metered service and American LP-Gas meters reduce operating costs, create customer confidence and satisfaction, increase consumption and build profits.

Model W-45 LPG, illustrated, is the latest American meter developed especially for LP-Gas vapor.

Your American representative can show you how you can benefit with metered service and American LP-Gas meters.

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appliance, or to introduce a new appliance or service.

A sales contest can be very simple. The salesman who sells the greatest dollar volume of appliances in a six week period get a new hat. But such simplicity usually accomplishes very little and the dealer is out the price of a hat.

To be successful, the contest should pose a real challenge and offer some important prizes.

Although salesmen can compete against one another on a completely open basis with the top few men walking off with the prizes, modern sales contests are usually arranged so that a prize or prizes are in reach of everyone who really puts out an effort. This usually implies a quota with prizes dangled before the men who meet or exceed the quota. A combination of the two can produce top results with a prize for meeting the quota, an additional prize for the man or men who exceed their quotas by the greatest percentage, and maybe a grand prize for the man who does the best regardless of quota.

Naturally the quota should be fair. To have the greatest effect, the salesmen themselves should be in on setting it. One dealer sets a relatively low quota, awards prizes to let the salesmen taste victory, then awards bigger prizes

for exceeding the quota by 4 per cent, by 6 per cent, etc.

A definite theme is an asset to a sales contest. Most popular is some type of race or sports event. The horses, boats, airplanes, or whatever theme is used advance across the board as each man's score mounts up.

Score can be kept by total volume, per cent increase, or by a point system. Points are most used because of their flexibility and simplicity. The points can be awarded on the basis of dollar volume of sales or for new customers. Depending on the goal, certain appliances can be worth more than others. Any combination of goals can be used with a point system, but it is best to keep the contest as simple as possible.

As a variation of individuals competing, dealerships with larger sales forces can divide the salesmen into teams. Or, an LPG dealer with branches can pit branch against branch. The Great Plains Gas division of National Propane Corp. recently had its dealers compete in a contest to sign up new cylinder customers. The result was 13,700 new customers during the six month contest.

And what about the lone dealership with only one salesman? That salesman can compete against a quota. And the dealership with no salesman? The dealer or man-

ager who does the selling can set up a contest with nearby non-competing salesman-less dealerships. Size of dealership is of no importance in running a sales contest.

### The prizes

A dealer with a small sales staff but plenty of imagination dangled an unusual prize as an incentive in a year-round contest. He had two lavatories on the premises, both in very average condition. One of these he labeled the "champ's room" and had it elaborately decorated, put in a well-stocked magazine stand and a box of cigars. This room was kept locked and the key was given to the salesman who led in total dollar sales for the week. In order to keep the key, the top salesman for the week had to stay on top.

Another dealer paid a weekly cash prize, but he paid off in silver dollars. These were stacked on the table in front of each man at the weekly sales meeting. It had the effect, much like the lavatory, of appealing to the men's sense of competition and their desire to excel and be noticed by the others.

Today, however, the trend is definitely away from awards of special privileges, cash, and recognition only by the fellow salesmen. Instead, high quality merchandise prizes are held out as an incentive and result not only in greater effort for a better prize but also in greater effort for recognition by the salesman's family.

Merchandise prizes appeal to the whole family's pride of ownership of things the family would not feel privileged to buy if it had the cash. Such items as sterling silver, a portable television set, home movie equipment, a power lawn mower, or a top grade rocking horse are usually packed away in the family's dreams. But as prizes in a sales contest, they become very real goals.

Too expensive to put up such prizes? Not at all. The prizes need not cost the dealership anything, actually. Most firms plan the amount they are going to

*(Continued on page 67)*



A proper kickoff is an important factor in firing-up salesmen for a sales contest. A kickoff dinner puts the men in the right frame of mind.





## "WE'RE MIGHTY PROUD OF OUR NEW SET-UP AND OUR DEPENDABLE SOURCE OF SUPPLY...TEXACO"

THAT's what Harrison Gas Corp. says about their new set-up as Texaco LP-Gas Distributors. Located in Williamston, N. C., in the heart of the rich farm and tobacco country, they're real happy with their big, brand new and efficient installation.

Standing beside one of their new trucks are (above left) W. G. Arnold, Plant Manager, and (right) J. W. Curtis, Manager. They appreciate the importance of tying together two good names — their company, and Texaco.

Two thoughts were uppermost



in the planning of this profit-making organization — the finest product, and facilities for on-time deliveries. That's why Harrison Gas Corp. is enthusiastic in saying it's particularly good doing business with Texaco.

You can count on



Call or write Texaco today . . .  
The Texas Company, LPG Sales Division, P. O. Box 2420,  
Philtower Building, Tulsa 2, Oklahoma, Diamond 3-4101—  
929 South Broadway, Los Angeles 15, California, TRinity 9271  
TUNE IN . . . Metropolitan Opera radio broadcasts Saturday afternoons, ABC.

### 6 reasons why it pays to be a TEXACO LP-Gas Distributor:

1. A product of highest quality.
2. Dependable and efficient delivery, in a new fleet of tank cars — from 25 strategically located production areas.
3. Immediate acceptance. Texaco LP-Gas carries the nationally-known, famous trademark, Texaco.
4. One of the largest producers of LP-Gas, The Texas Company is the only petroleum company to build up successful distribution of its products in all 48 states.
5. Profitable and proved sales policies. Texaco markets only through independent distributors.
6. Some areas are still open for a sound and profitable business with Texaco LP-Gas. Let us tell you how.



## CALENDAR

### Coming events in the Industry

1958

January 8—New York State LPGA Convention—Hotel Van Curler, Schenectady, N. Y.

January 12-13—Arkansas LPGA Mid-

Winter Meeting—Hotel La Fayette, Little Rock, Ark.

January 20-21—Compressed Gas Association Inc. 45th Annual Meeting—Waldorf-Astoria Hotel, New York City.

January 20-21—Michigan LPGA Annual Convention, Trade Show and Service School—Hotel Olds, Lansing, Mich.

January 27-29—American Society of Heating and Air Conditioning Engineers 64th Annual Meeting—Penn-Sheraton Hotel, Pittsburgh, Pa.

January 31—Natural Gasoline Association of America, Oklahoma Regional Meeting—Skirvin Hotel, Oklahoma City, Okla.

February 17-19—Northeast LPGA District Convention and Trade Show—Sheraton Park Hotel, Washington, D. C.

February 25-27—Fourth Annual L. P. Gas Management School—Sponsored by the Wisconsin LPGA and the Management Schools of the University of Wisconsin, Madison, Wisc.

February 28—Natural Gasoline Association of America Permian Basin Regional Meeting—Lincoln Hotel, Odessa, Texas.

March 3-5—Mountain States L. P. Gas Carburetion School—Colorado State University, Fort Collins, Colo.

March 6—Illinois LPGA Convention—St. Nicholas Hotel, Springfield, Ill.

March 9-11—Indiana LPGA Trade Show and Convention—Claypool Hotel, Indianapolis, Ind.

March 23-25—Ohio LPGA Annual Convention—Deshler Hilton Hotel, Columbus, Ohio.

March 24-26—Southeastern District LPGA Convention and Trade Show—Atlanta-Biltmore Hotel, Atlanta, Ga.

March 28-29—Northwest LPGA District 11th Annual Convention—Winthrop Hotel, Tacoma, Wash.

April 16-18—Eastern Canadian District LPGA Annual Convention and Trade Show—Sheraton-Mt. Royal Hotel, Montreal, Canada.

April 16-18—Natural Gasoline Association of America, Annual Convention—Baker Hotel and Adolphus Hotel, Dallas, Texas.

April 16-19—Western Liquid Gas Association Convention—Fresno Hacienda, Fresno, Calif.

April 20-21—Kansas LPGA Annual Convention—Broadview Hotel, Wichita, Kansas.

May 4-7—LPGA National Convention and Trade Show—Conrad Hilton Hotel, Chicago, Ill.

June 8-10—Arkansas LPGA Annual Convention—La Fayette Hotel, Little Rock, Ark.

July 13, 15—Tennessee L. P. Gas Dealers Annual Convention—Hotel Claridge, Memphis, Tenn.

All associations are invited to send in dates of their forthcoming meetings for this calendar.



## HANSEN QUICK-CONNECTIVE TWO-WAY SHUT-OFF COUPLINGS

Both ends of line are positively sealed when you disconnect a Hansen Series HK Two-Way Shut-Off Coupling. To connect, just pull back sleeve and push Plug into Socket. To disconnect, merely pull back sleeve. No tools required. Identical valves in Socket and Plug permit free flow of gas or liquid when Coupling is connected—practically eliminate spilling of liquid or escape of gas when disconnected. Sizes generally required for L-P Gas Service have approval of Underwriters' Laboratories.

### WRITE FOR THE HANSEN CATALOG

Here's an always ready reference when you want information on couplings in a hurry. Lists complete range of sizes of Hansen One-Way Shut-Off, Two-Way Shut-Off, and Straight-Through Couplings—including Special Service Couplings for Steam, Oxygen, Acetylene, etc.



### Representatives in Principal Cities

SINCE 1915



QUICK-CONNECTIVE FLUID LINE COUPLINGS

THE HANSEN MANUFACTURING COMPANY

4031 WEST 150TH STREET • CLEVELAND 11, OHIO

PEAK LOAD  
GALLONS

**BEAIRD**

DEALER FILE #336

MIN. LOAD  
GALLONS



**RALPH BRANDON KNOWS COTTON** His keen interest in better farming methods has converted many big plantations to 100% LP-Gas fuel. This cotton is plowed, planted, flame cultivated, picked, hauled to gin and ginned by LP-Gas fueled equipment... and Brandon sold the LP-Gas to do it.

## SUMMER SLUMP NOW PEAK SEASON

**Ralph Brandon's carburetion program did it!** A two-prong attack, one aimed at agriculture and the other at commercial accounts, has revolutionized the LP-Gas business for Ralph Brandon, Beaird dealer in Shreveport, Louisiana. A long time gasoline distributor, Brandon already knew how to sell commercial and large farm accounts. Recognizing that LP-Gas heating loads were highly seasonal, he set up an LP-carburetion program and started calling on his old gasoline customers. Today... 95% of Brandon's LP-Gas sales are for non-heating purposes.

To make this aggressive program work, Brandon has installed Beaird LP-Gas filling stations at customer locations, placed large storage on plantations and encouraged the use of truck and trailer mounted Beaird field supply tanks to service tractors and irrigation engines. In addition, he has taken an active part in state agricultural councils and field demonstrations. A full-time carburetion salesman calls on large truck users and industrial firms.

**75% OF THE TRACTORS** in Brandon's territory have been converted over to LP-Gas. The secret has been installation of adequate storage on the farm, use of mobile field supply tanks and good service on conversion.



TURN THE PAGE TO SEE HOW BRANDON HAS BEAT THE SUMMER SLUMP





**50 CENTS AN ACRE** is all it costs to clean cotton with this flame cultivator. Hand cotton chopping runs twice this figure... if you can get the labor. Plus features of flame cultivating are the 100% job it does on every row and its accumulated effect of clean cultivation.



**DROUGHT** holds no terror for irrigated crops. This modern irrigation system draws from a nearby bayou where an LP-Gas-fueled engine pumps up to 120,000 gallons of water per hour. A Beaird unit-mounted LP-Gas system is used as fuel supply.



**THIS 8,000-GALLON** Beaird packaged storage plant is the heart of a two-pump filling station that fuels a fleet of 22 mixers and trucks. Fleet records show fuel costs down 35% since Brandon converted them to LP-Gas.



**HOMES** still need heat and Brandon sells them too. This business is important to the overall LP-Gas picture as it takes up the drop that follows harvesting and cold weather slow-down in building.



**FORK LIFT TRUCK** conversions sell LP-Gas to industrial plants. These LP-Gas-fueled material handling units cost less to operate and maintain.

## Brandon's industrial program is less than 3 years old...

Beaird is working every day with Dealers throughout the country to build year 'round sales into their LP-Gas business. Put this experience to work for you — ask your Beaird representative.



**TWO BEAIRD** Challenger LP-Gas Filling Stations are used to fuel this cement mixer. One of a seventeen mixer fleet, this truck has both mixer and truck engine converted for LP. Two filling stations are used to provide a separate accounting of fuel used in the truck and tax-free fuel for the mixer.



### THE J. B. BEAIRD COMPANY, INC.

A Subsidiary of American Machine & Foundry Company  
Shreveport, Louisiana    Clinton, Iowa    Stockton, California



(Continued from page 62)

spend on a sales contest as a percentage of *increased* sales. In most cases, prize points are valued at ½ cent each. From 4 to 10 points are awarded per dollar of sales above the quota. This is the same as giving a 2 to 5 per cent extra commission. When prizes are awarded in this manner, the more prizes that are won, the greater is the dealership's profit. And the cost of the contest should be considered a part of advertising and sales promotion and as such, deducted from income tax.

Many firms have done away with merchandise prizes slanted to the salesman himself such as sporting goods and power tools in favor of merchandise slanted to the entire family, especially the wife. If the salesman's wife can be made to desire one or more of the prizes, she will continue to bug him and urge him on. The pride he will feel in winning will be doubled when he brings the gift home to the little woman. In many cases, the wives take to the field, picking up prospects or even closing sales.

Some dealers like to buy the prizes themselves and actually display them so as to give the salesmen an extra thirst to win. When this is done, the salesmen's wives should be invited to a luncheon where they too can view the prizes.

A common method of obtaining prizes is by ordering them through a company which caters to sales contests. Such companies issue catalogs to each salesman

with a wide array of valuable top-grade merchandise with the prices quoted in points. The catalog can then be taken home where the entire family picks out the prizes. Since these companies sell the merchandise at wholesale, the salesman gets more value for his points than if they were redeemed in money. And the dealer gets the prizes at lower cost since he gets a trade discount on them. Two larger firms which cater to sales contests are Cappel McDonald & Co. and Belknap & Thompson Inc. (addresses will be given on request). When a salesman accumulates the points listed in the catalog next to the prize of his choice, the dealer merely fills out an order slip and the prize is shipped. The dealer is billed for the wholesale cost less the trade discount.

### Running the contest

When the sales contest goals have been set, the policies as to method and prizes written out, and the theme selected, the contest is ready to be kicked off. The kick-off is important in firing up the salesmen who must be kept fired up during the entire contest. In order to fire up the salesmen, management must be fired up and so must be the salesmen's wives and even the community.

The contest usually starts with a kickoff dinner or meeting at which the contest is officially announced, the rules laid down, and the prizes announced or the catalogs distributed. For best results, the wives should be invited to this dinner or meeting but if this is

not possible, they should be personally informed of the contest through the mail.

Newspaper publicity should be had beginning on the day after the meeting is held. A contest held by a local firm for its salesmen, probably local residents, is of sufficient interest to get good space and photographs.

The key to keeping the salesmen, their families, and the community fired up is to let out periodic results. The results should be posted in the office or show-room, should be sent home to the wives via mail, and should be re-leased to the newspapers. A weekly mimeographed bulletin on the progress of the contest scores a hit. One sales manager makes certain the salesmen's wives keep informed of how their man is doing by offering a small prize for the correct answer as to the husband's position in the contest when the wife is called on the telephone at irregular intervals.

The duration of the contest varies but eight weeks is average. Many sales contests run during an entire season or even year-round. A contest that is too long usually results in lost enthusiasm, however, and it is difficult to keep the fire high. It is considered best to hold shorter but more frequent contests.

Expert Bertrand Canfield lists the following principles to remember in planning a sales contest: 1) plan far enough ahead, (2) give every salesman a chance to win something, (3) sell the contest to the salesmen, (4) reach the mediocre as well as the good salesmen, (5) adopt a sound contest theme, (6) select good awards, (7) provide for a post-contest slump, and (8) set up a fair system of scoring.

The sales contest can give the salesmen that extra push they need and put the salesman's whole family to work spurring the salesman on, digging up leads, and even making sales. But the important thing to remember is that a sales incentive contest takes over where the regular incentives—a good place to work, high morale, and a sound pay plan—leave off. ■

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### Questions for study and discussion

1. How is the present morale of your salesmen? How do you know?
  2. What positive steps could you take to raise morale even higher?
  3. How many of your salesmen's basic motives do you try to satisfy? Think of each salesman. What desire does each have which might fire him up if worked on?
  4. Have you given each salesman a pat on the back recently?
  5. Could your salesmen benefit from a sales contest during the next few months? In which ways?
  6. What goal or goals would you set if you were going to run a sales contest for your salesmen?
  7. Do you presently have the support of your salesmen's wives?
-

# Dear Steve,

No, I'm not worried about a recession or "business adjustment" during 1958—or at any other time for that matter. Not that I'm closing my eyes to conditions, Steve. But I believe my L. P. gas business is in shape to ride through anything of that type and come out on top. Besides, instead of sitting back and waiting to see what happens, I intend to take some positive steps during 1958 to strengthen the company even further.

You know what causes these slack business periods? It's fellows like you who start getting scared of the future and pull in their horns. Steve, you have to charge ahead with horns outstretched to succeed at any time, but especially in a time of adjustment.

The whole idea was summed up best by Al Cote of Suburban Propane. He said that to a large degree, the future depends on our own conception of what it can be. There's an awful lot of truth in that statement. If you believe that you could never compete against oil for the house heating load, chances are you'll never try to get it. Or even if you try, you won't really try hard. But if you believe you can snatch off a big hunk, the odds are with you. There are plenty of LPG dealers who proved that.

I guess what Mr. Cote said ties in pretty well with what another fellow said about market saturation. Your market is as saturated as you think it is. If you don't believe there is any more market in your area for converting industrial engines, then there isn't any. But another dealer might move into your area and show you where you were dead wrong. There is always a market—if you believe there is and look for it.

Maybe 1958 will be a slow year for a lot of businesses. But I like what Colonel Mills of Bastian-Blessing said recently. He said his company is too busy selling to take time out to worry about a recession.

Instead of writing me that letter about whether to add to your sales force when predictions for 1958 are

gloomy, you should have been out getting those men, training them, and selling yourself.

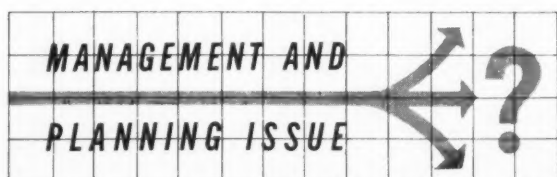
Steve, I've outlined some New Year's resolutions for you to cut out of this letter and set on your desk. You follow them during 1958 and keep pumping that good old LPG and I'll darn near guarantee you a year far more profitable than last. Here they are:

## Twelve New Year's Resolutions for LPG Dealers

1. Don't wait for customers to buy—go out and sell and sell hard.
2. Sell quality merchandise.
3. Price your gas, appliances, tanks, and equipment where the price will cover *all* costs and return a fair profit. Don't cut prices for anyone.
4. Keep track of all costs.
5. Don't give away tanks, parts, installation, or service.
6. Compete hard *against* rival fuels, work *with* rival LPG dealers.
7. Advertise and promote sales on a regular, planned basis.
8. Make a study of existing and new markets for LPG in your area and list *all* potential customers—then go out and work on them.
9. Try to bring your winter/summer ratio into better balance.
10. Don't allow accounts to go uncollected. Begin systematic collection of present overdue accounts.
11. Take an active part in LPG industry programs including utility-LPG dealer unity programs, your association, and the National LP Gas Council.
12. The LPG industry has come of age. Think big, act big.

Steve, don't sit back and wait for somebody to help you or make things better for you. Go out and do it yourself.

Your Uncle,  
Dan



# St. Louis LPG Distributor *CUTS COSTS...BUILDS BUSINESS*



## with **SAFE-T-TWIN** Truck Tank

In traffic-heavy St. Louis County and adjacent Illinois, Geldbach Petroleum Company has found a way to build a more profitable LPG business while cutting delivery costs. The answer is Geldbach's new Columbian SAFE-T-TWIN LPG Truck Tank. Extra capacity (2000 water gals.), easy handling in traffic and efficient equipment arrangement for fast delivery, all add up to less time per stop, more stops per day and fewer dead trips for re-loading.

As trim and handsome as you wish, the SAFE-T-TWIN is a traveling billboard for your products and services—building business as it delivers the goods. You can deliver both Propane and Butane in the same load. The piping arrangement is valved for service from either tank. The small diameter tanks (42" I.D.) provide extra balance with lower center of gravity and better load distribution.

Details of the SAFE-T-TWIN construction include ASME 1956 Code 250 lbs. working pres-



sure tanks, with hemispherical heads and countersunk relief valves. The tanks are manifolded on liquid and vapor and equipped with 2" Viking KK 200 Propane pump with mechanical seal, 1 1/4" Neptune #433 meter with printing counter. Motor driven dual reel with liquid and vapor hose housed in full width rear cabinet. Enclosed cabinets ahead of wheels and auxiliary truck fuel tank are optional accessories. Complete ICC lighting and wiring is provided.

Write today for complete, illustrated literature



**INDUSTRIAL  
STEEL  
BUILDINGS**

Sound, permanent steel buildings, easily, inexpensively erected. Pictured is 30 x 50 ft. cylinder filling house with 10 ft. sidewalls. Also ideal as pump houses, warehouses, offices and show rooms. Write for 16-page catalog "The Magic of Steel" fully describing sizes and uses of Columbian master-crafted steel buildings.

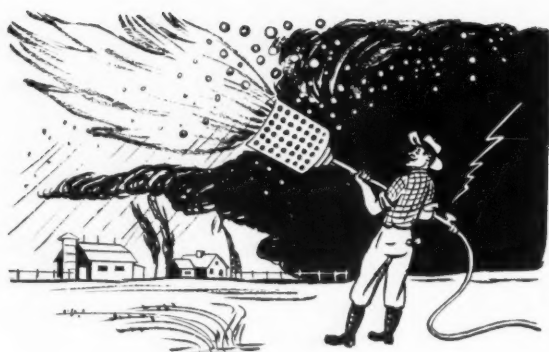
## **COLUMBIAN STEEL TANK CO.**

P. O. Box 4048-C

Kansas City, Mo.



*STEEL, Master-Crafted by Columbian... First for Lasting Strength*



# The rainmaker

By J. ARTHUR THOMPSON

**W**ESTERN Kansas is a land of short grass and tall people. It is a land of perpetual hope. If the crops are burned to a cinder by a brassy, blazing sun, or gobbled up by hordes of hungry grasshoppers, the farmers just pull up their belts another notch and start figgerin' where they can get seed for next year. Their wives put more patches on the family's blue jeans and everybody hopes for a better break next time.

Now and then the Fates relent and give this country the combination of bumper crops and good prices. Then debts are paid off, new equipment purchased and everyone is sure things have taken a turn for the better.

Propane Pete was messin' around in Russell County, Kansas, one summer, tryin' to preach the gospel of L. P. gas but he wasn't gittin' nowhere. Nobody had any money and while crops was lookin' good, everybody was prayin' for rain.

Pete goes into a huddle with himself and decides maybe he can have a little luck with a weed burnin' outfit. He spends a whole day riggin' up a machine with three different kinds of burners.

There was a tiny little jet that could fry a dandelion to a crisp without ever touchin' the grass around it. Then he has a medium size burner that should be just right for fence rows and such, and then a whopper that could cook a whole field of weeds at a single pass.

He gits a kid by the name of Steckel to help him mount this contraption on top of Old Beepee, his tank truck and next day starts out to visit the farmers. The Steckel kid goes along jist out of curiosity.

The day was hotter'n the devil's own ovens. There was jist a few white thunderheads hoverin' off in the southwest but no great promise of any relief.

Pete stopped at several farms but there wasn't nobody home. About the fifth place he stopped, he found a farmer at home who didn't have anything pressin' to do and was willin' to listen. The farmer remarked: "I'd a darned sight rather see you make some rain. I can hoe the weeds out if I have to."

Pete's sorry but he jist don't figger himself as a rainmaker. But he proceeds to show off his weed burner. He goes into a 40 acre corn patch not far from the house and shows how his burner can pick off weeds between the rows that the cultivator has missed. Then he puts on the medium size burner and cleans out the fence line. The farmer is plenty impressed.

When Pete got thru, that corn field was jist as pretty as a picture. There wasn't a weed anywhere. The corn was up nice and the silk jist startin' to show. But you could tell it needed rain bad. You could almost hear it cook. Another day and there wouldn't be enough left to be worth cuttin' for fodder.

Suddenly Pete and the farmer noticed it was gittin' dark. Those few clouds that had been off in the southwest had multiplied and grown until the whole sky was filled with roilin' black masses of clouds, laced together with lightnin'.

Close by, just over a hill, was a light streak and from that direction came a roaring sound that grew louder every second.

"Hail!" the farmer groaned. "That finishes everything."

Sure enough, in less than a minute came a few splatters of rain, then hail began peltin' down. It wasn't little, piddlin', marble sized hail, but big solid chunks of ice the size of hen eggs and baseballs.

It only took one knock on the head by one of them hail stones to git Pete into action. He quick switches to his big burner and turns the flame on full. He starts sweepin' the sky with that there flame.

That flame was so hot it jist melted everyone of them hail stones before they got within a hundred yards of the ground. The hail kept pourin' down and Pete kept meltin' it before it hit. The water jist drenched that corn field.

Well sir, after a bit that big propane blaze jist melted the heart right out of that hail storm and it passed on over the county as a good, cornsoakin' rain. After it had passed you could jist hear things grow.

When the farmer gathered in his crop that fall, he got 5000 bushels of first grade corn off that one 40 acre patch. Pete wasn't around at the time, but a number of years later C. J. Steckel sold that same farmer a whole L. P. gas installation,—includin' a weed burner. ■



# news



## FTC fights to have "good faith" principle limited

The U. S. Supreme Court has completed hearing lengthy and complicated arguments on the government's contention that the so-called "good faith" principle should be tossed out.

Loss of the good faith defense to price discrimination charges would completely knock out jobbers in the gasoline, the L.P. gas, and other industries, businessmen told the high court. At present, a supplier is permitted under the principle to charge a jobber a lower price than it does a large retail buyer, which gives the jobber the functional discount for his storage and transportation facilities.

The Federal Trade Commission is fighting to have the principle—originally set by the high court in 1951—drastically limited. In presenting its arguments to the court, the Commission has removed one of its earlier requests which would have forced a supplier to police resale prices of his jobber to make sure the jobber did not undersell the supplier's own tank wagon price to retailers.

The case involves charges against the Standard Oil Co. of Indiana in its selling policies, but the outcome will affect many businesses. Sen. Kefauver, (D), Tenn., and some other lawmakers are pressing for legislation to accomplish the same purpose—knocking out the good faith principle.

Legislation now pending (S. 11) will be pushed hard in Congress next year.

Meanwhile, Rep. Kenneth B. Keating, speaking for a large bloc in Congress, says he will oppose any changes in the government's present policy of not prosecuting business firms for civil antitrust violations when the firms agree to halt the violations.

There has been some criticism of the practice by the FTC and the

Justice Department of settling some cases by "consent decrees," because the firms get off without punishment. But the government insists that the law is served if the practices are stopped, and it saves the taxpayers time and money if the cases don't have to be put before crowded courts.

## Roper subsidiary sold to Florence Stove Co.

The stockholders of Geo. D. Roper Corp. recently approved the sale of its wholly-owned subsidiary, the Geo. D. Roper Corp. of Delaware, and the parent company's gas range and gas dryer business to Florence Stove Co.

Consolidation of the gas range operations of Geo. D. Roper Corp. and Florence Stove Co. is expected to produce manufacturing economies and increase sales outlets, John P. Wright, president of Florence, said in Rockford, Ill., where the stockholders met.

Under the Florence-Roper agreement the Roper range business and its Delaware subsidiary became a wholly-owned subsidiary of the Florence Stove Co. on Oct. 31, 1957. No real estate or factory buildings are involved in the transaction.

Mr. Wright also revealed that Stanley H. Hobson, president of Geo. D. Roper, will become board chairman of Florence.

Manufacture and assembly of ranges will be conducted in the Florence plant at Kankakee, Ill., and for the time being at Rockford, Ill., the announcement said. Each company has strong engineering and research facilities, Mr. Wright said.

The Roper gas range tools, dies and special machinery will be moved into the Kankakee plant. Trademarks, patents, and goodwill also were turned over to Florence Stove under the consolidation, it

was announced. The Roper hydraulics division and its ordnance division will not be affected by the consolidation. They will be operated under the name of Roper Industries Inc.

The Roper and Florence sales organizations are being consolidated with the aim of developing the strongest possible gas range marketing operation, Mr. Wright stated. The consolidated sales force will have 12 divisions' headquarters and 24 field warehouses.

## IRS plans crack-down on expense accounts

Government income tax officials are going to crack down on the use of liberal expense accounts to dodge taxes. For most people, the drive will mean lots more work and headaches, but not a higher tax payment.

The Internal Revenue Service will add a new line to the tax forms for reporting 1958 income requiring a listing of funds received from a firm and claimed as expense payments. It applies to the owner or president of a business as well as to the office boy.

The government has required expense account listings since 1921, but most taxpayers who simply receive reimbursement for actual expenses have ignored it. They can't ignore it any longer.

Under the new requirement, company expense payments will be entered as income on the first page of the form, and actual spending for company business will be entered on the controversial line 6(a) as a deduction. If the two match, as in the case of simple reimbursed expenses, or travel, there will be no extra tax payment resulting.

IRS officials are attempting to soothe the troubled waters their new requirement has stirred up. They insist that the requirement is designed only to make it easier for tax agents to spot "unusually large" or disproportionate expense accounts, and that most taxpayers need not worry.

Critics of the plan complain that while it might help IRS catch some tax dodgers who use the expense account route, it will also mean that:

1. Business bookkeepers will be swamped with requests to dig up detailed records for each employee.

2. Some persons, especially salesmen who travel a great deal and

(Continued on page 78)

# WHAT'S NEW

## IN PRODUCTS AND TRADE LITERATURE

For further information on items reviewed in this section use the convenient post-paid Readers' Service Cards on pages 75, 76



### 30-in. ranges

Magic Chef Inc. has introduced three new models—13B25A, 13B21A, and 13B20A—which feature distinctive new backrail with sun-glow copper escutcheon panel, fluorescent lighting, and charcoal clock framed by brush chrome. Model 13B21A features automatic oven lighting, while 13B25A, which is pictured, has automatic oven lighting and Magitrol top burner that makes all pots and pans automatic utensils.

Circle 1 on Readers' Service Card

### Prime coating

Rusty surfaces can now be coated with a new type of prime coating that is at least five times stronger than red lead primers. Zinktron, manufactured by the Constad Laboratories, is a zinc based paint that gives chemical as

well as mechanical protection. This is accomplished by having the binding material so fine that the majority of the zinc particles are in direct contact with the metal surface it is applied to. The difference in the potential of the two metals gives the added protection that so many are looking for. Zinktron is light grey in color and is smooth enough to be used as the finishing coat at times. Any oil based paint may be used over it.

Circle 2 on Readers' Service Card



### New design in tanks

The Nor-Tex Rocket, something new in LPG tank construction, is designed for today's space-conscious economy. Rising skyward, the full length of a regular service station LPG storage tank, it holds up to 2000 WG, and occupies base areas of 72 or 96 in. in di-

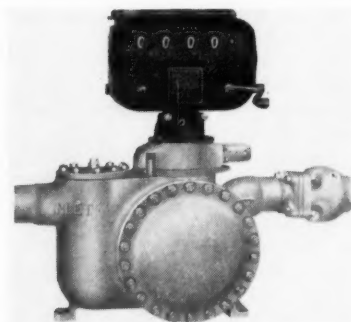
ameter. It is self-contained . . . with pump, valves, meter, strainer, and hose . . . all located in the completely enclosed base cabinet. The cabinet is flexible to any type of installation.

Circle 3 on Readers' Service Card

### Conversion unit

The Clinton Machine Co. announces a factory installed L. P. gas conversion unit for Clinton air-cooled engines. This extends the advantages of L. P. gas to the small air-cooled engine field. According to the company, it requires no choking in starting.

Circle 4 on Readers' Service Card



### Metering assemblies

Complete LPG metering assemblies incorporating Brodie Birotor meter, strainer and differential

valve for use in loading facilities, tank trucks, fueling operations, and other bulk transfers, have been announced by Ralph N. Brodie Co. Assemblies are available in models designed to handle 30, 50, or 80 gpm. Larger sizes are available for special applications.

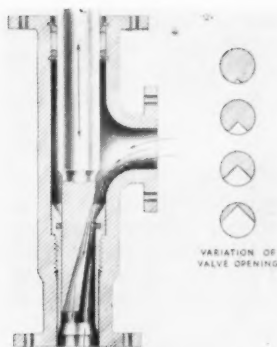
*Circle 5 on Readers' Service Card*



#### Laboratory furnace

For small melts and for testing of small samples at temperatures up to 2650° F. (1455° C), Selas Corp. of America has developed a compact, low-cost crucible furnace, for the laboratory. Fired by any available gas and air under low pressure, the crucible furnace is chambered for crucibles up to 15/16 in. base diameter by 2 1/4 in. high.

*Circle 6 on Readers' Service Card*



#### Tapered orifice valve

A tapered orifice valve is being offered by General-American Valve Co. which offers a radically new concept of flow control. By moving a plug with a tapered slot into and out of a circular opening, the flow of fluid or gas is controlled by the area of the tapered

slot at the head of the opening. A circular sealing ring eliminates by-pass. Replacing the needle valve in nearly all applications, it will pass foreign particles up to 20 times larger than comparable needle valves.

*Circle 7 on Readers' Service Card*

#### Dry powder fire extinguisher

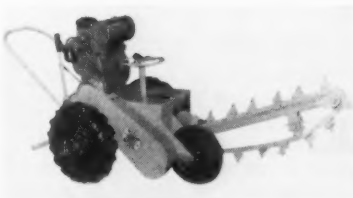
Safety First Products Corp. has developed a 3 lb capacity dry powder fire extinguisher with UL listing and an extinguishing efficiency rating equal to 8 one qt vaporizing liquid extinguishers. It measures 17 1/2 x 4 3/4 in. and weighs 8 lb fully charged. It is pressurized with 130 psi nitrogen and charged with especially treated bicarbonate of soda, free-flowing, non-caking, non-toxic and non-abrasive. The one-piece spun steel cylinder meets ICC standards and is hydrostatically tested for 800 lb with a rupture point of 3000 lb.

*Circle 8 on Readers' Service Card*

#### Warm air furnace

A compact 10-in. wide gas-fired warm air furnace, for zone heating, with input ratings from 30,000 to 50,000 Btu, has just been put on the market by the Tuck-Aire Furnace Co. It is said to provide extremely high heat output for its size, and has recently been approved by the American Gas Association. It is designed primarily for zone heating of offices, apartments, motels or home areas.

*Circle 9 on Readers' Service Card*

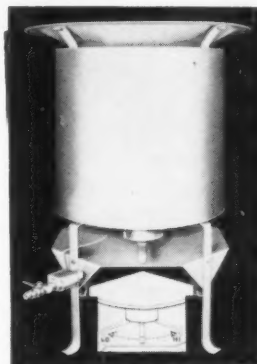


#### Trencher features

New features are now offered on the Model M ditch witch trencher as standard equipment. These features are a 9.2 hp Aenl Wisconsin air cooled engine, larger 6-12 drive wheels for bet-

ter traction, quick adjusting clutch link to adjust for drive belt stretch to keep trencher performing at top efficiency, and two types of digging teeth—cup cutters and chisels—to provide most efficient digging under all conditions. A four page bulletin describing the trencher is now available.

*Circle 10 on Readers' Service Card*



#### Positive control salamander

Weldit Inc. offers a variable input salamander which uses constant pressure. The simple lever control adjusts from minimum to maximum Btu output at a flick of the finger, thus offering positive heat control for any job. According to the company, the Heaterama is absolutely clean burning, producing no smoke or soot at any setting. This is a single burner salamander. Equipped with 100 per cent automatic safety shut-off.

*Circle 11 on Readers' Service Card*

#### Corrosion proof tubing

A new process successfully protects annealed copper and other metal tubing from corrosion, preventing contamination of liquids or gases passing through it and deterioration of the tubing. This is accomplished through the inseparable bonding of an impervious pure fused tin lining to the copper. The M/L process lining is ductile and does not alter the "easy to use" properties of the copper tubing itself. Size, wall thickness and coil length are available to order, each coil chemically tested by

*For further information on these products use Readers' Service Cards on pages 75, 76*

a sensitive chemical indicator for 100 per cent coverage of the interior with tin.

*Circle 12 on Readers' Service Card*



### Power speaker

The Motorola transistorized Big Voice power speaker for two-way radio equipped vehicles consists of an outside-mounted cast aluminum speaker and a dash control unit. Big Voice carries incoming radio messages hundreds of feet from the vehicle enabling the driver to hear all calls even when working away from his parked vehicle. By turning a simple control, the speaker is converted into a powerful public address system with a half a mile or more range.

*Circle 13 on Readers' Service Card*

### Self-vaporizing burners

A series of compact, ruggedly-designed burners, which use liquid LPG direct from tank or cylinder and vaporize the fuel in the burner nozzle, is available from Hauck Manufacturing Co. Features claimed include instant lighting with no pre-heating required, fully regulatable flame with excellent combustion, and steady burning. Flame temperature is 2200° F in sizes with capacity up to 1.5 million Btu per hour. Made in horizontal and vertical feed pipe models to fit every normal application requirement.

*Circle 14 on Readers' Service Card*

### Forced air furnaces

Smooth operation and streamlined air flow are among the quality features cited by Tamco Corp. for its counterflow and upflow models in the Clipper line of gas-fired, forced air furnaces. These

performance advantages are said to result from the oversized 15 in. diameter of the blower, delivering maximum air volume while turning at only half the rpm of comparable furnace blowers, and from the increased vertical surface of the 16-gauge, die-formed heat exchanger. The furnaces are available in 17 models ranging from 80,000 to 200,000 Btu input.

*Circle 15 on Readers' Service Card*



### Check valve

Rego's chek-lok is available as an optional feature on the liquid transfer outlet of the 2594 and 1477 multivalve assemblies. The new feature is also available in an individual  $\frac{3}{4}$  in. excess flow valve, Rego No. 3272C. The chek-lok holds the excess flow valve mechanism in a closed position. When it is desired to connect to the liquid transfer outlet, the plug may be removed with the system in service. Only a slight discharge of liquid occurs since the excess flow valve is held in the closed position.

*Circle 16 on Readers' Service Card*

### Sealing rubber compound

Minnesota Rubber & Gasket Co. has developed a rubber compound for sealing applications in the handling of L. P. gas. Underwriters Laboratory approval cites the compound's use as synthetic rubber seal rings intended for use in gaskets between bolted joints, stems and shafts and as seals where rings of this sort are commonly used. It is expected to provide a superior material for sealing devices used in fuel pumping, gas and oil transmission lines and other petroleum handling activities.

*Circle 17 on Readers' Service Card*

## TRADE LITERATURE

### Advantages of L. P. gas

"Liquefied Petroleum Gas As Engine Fuel," a helpful and informative booklet is available from Zenith Carburetor division of Bendix Aviation Corp. The material in the booklet is basically technical, but the presentation is handled in a simple, direct manner so it can be understood by readers with only a very sketchy knowledge of chemistry or mechanics. Included are tables of physical properties of the ingredients of natural gas, L. P. gas and gasoline, and a clear statement of the comparative advantages and related problems of burning gasoline and L. P. gas.

*Circle 18 on Readers' Service Card*

### Heat treating literature

A newly published brochure describing ten design and construction features of the Ipsen Model B heat treating units is now available. Design and construction features discussed include alloyed ceramic heating tubes; Ipsen flame busters; single-piece cast fan and shaft; fan motors with patented integral cast-in, water-cooled fan shaft; cold-chain drive for moving work trays; automatic and semi-automatic mechanical loaders and unloaders; facilities for cooling and quenching; 100 per cent forced convection heating, and one-piece cast Meehanite front door.

*Circle 19 on Readers' Service Card*

### Commercial water heater aid

Ruud Manufacturing Co. is distributing a newly-revised commercial catalog that describes the firm's complete line of commercial gas water heaters. Seventeen models are presented in AGA Use Approval Classifications. There is data on application, construction specifications, controls, hot water deliveries, and space requirements.

*Circle 20 on Readers' Service Card*

### Mobile radio equipment book

General Electric has published a brochure on two-way mobile radio equipment available to both the technically-inclined and to those



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who are interested in appearance features. The booklet shows the wide range of equipment designed to fit individual needs based on present FCC rulings. Described in detail are various items which help make a radio system more flexible.

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### Tank manufacturing story

Available to the industry is a 16-page folder depicting a story of LPG tank manufacturing from the plant of Master Tank & Welding Co. It is fully illustrated and carries the reader through the various steps of tank manufacturing from the time the steel plates, used in the initial step of producing the tanks, are unloaded—until the moment the completed tanks are awaiting delivery by truck, rail or water to all parts of the world.

Circle 22 on Readers' Service Card

### Heavy load moving folder

How to move heavy loads in shipping, maintenance and service the simple way is the subject of a booklet published by Stokvis\*-Edera & Co. It is fully-illustrated with 26 pictures and diagrams and shows how to move loads from 3 tons to 300 tons faster and more economically. A special chart shows recommended maximum loads which may be moved under varying floor conditions.

Circle 23 on Readers' Service Card

### Rod-and-tube thermostat guide

Rod-and-tube type steam thermostats for use in commercial appliances are described in a four-page bulletin published by Robertshaw-Fulton. Model SC and ST thermostats provide sensitive throttling control for coffee urns, dish washers, sterilizers, steam tables and similar equipment. Cut-away and installation diagrams are shown.

Circle 24 on Readers' Service Card

### Instrument reference

Five bulletins describing orifice meters and instruments have just been completed by American Meter Co. and are available to the indus-

try. The literature includes Integrating Orifice Meters, Gas Lift Meter, Two-Position Controller for parallel meter operation, Dri-Flo Orifice Meter, and Remote Pilot Unit for remote loading of pressure regulators.

Circle 25 on Readers' Service Card

### Cast steel gate valve data

Walworth Co.'s 150-lb and 300-lb cast steel gate valves are described in a four-page, two-color, illustrated bulletin. It lists ten features of the valves, stressing their durability, easy maintenance and erosion-resistant properties. It also provides dimension and weight charts and line drawings for each type.

Circle 26 on Readers' Service Card

### Cycle billing booklet

A booklet describes Remington Rand's vertical cycle billing desk and accessory equipment. The desk provides a high filing capacity housing both active and inactive accounts, features a new console design exterior and introduces lightweight, anodized aluminum trays.

Circle 27 on Readers' Service Card

### Blimp transport folder

A multi-color folder explaining the features of Trinity Steel Co.'s T-1 blimp L. P. gas transport is now available. This folder explains 13 exclusive features of the blimp and, by photograph, shows in detail the various items.

Circle 28 on Readers' Service Card



"Are you sure this is propane they sold us?"

## When that 'tough' customer says ...



## Just tell him ...



**REZNOR  
IS THE  
"BASIC"  
UNIT  
HEATER**



Some unit heaters come equipped with a lot of frills and fancy gadgets that cost a lot, yet do very little to improve heating efficiency on the average job. But

with Reznor gas unit heaters, this isn't the case.

With Reznor, you don't have to sell a lot of "excess baggage" features. Reznor gas unit heaters are designed and built to provide efficient, economical performance of the basic heating job. They're versatile, too, because special accessories and construction options help you meet unusual situations. For example, Reznor gas unit heaters can be equipped with stainless steel heat exchangers, vertical louvers, dual fuel burners, or discharge nozzles when the job requires them.

A basic heater built and priced for the basic heating job is just one of the many reasons why you can make more money selling Reznor gas unit heaters.

For the full story, just give your nearby Reznor distributor a call. Do it today.



Reznor Manufacturing Company, 4 Union Street, Mercer, Pa.

(Continued from page 71)

owners of small firms, will have to drastically increase their record keeping.

3. Even the office boy will have to put down the 40 cents he spent delivering a message for the firm, and thus will have to fill out the long complicated Form 1040, rather than the simple punch-card form used for salaried persons earning under \$5000 a year.

Two types of business firms will probably come under particularly careful study by tax agents: Small, closely held companies where money can easily be diverted to non-deductible purposes, and the large firms which may set up as extra inducements to top people pay for yachts, hunting lodges, or plush trips to "business" conventions.

For the most part, however, the new requirement will be just a headache. IRS says it will not change past practices of skimming over expense claims that appear to be in line, and that it will not require any more detailed records to sustain claims than in the past. "Reasonable approximation" of expenses will continue to be permitted, IRS says.

### **Petrolane Gas makes three executive changes**

W. A. Coglizer is appointed to the position of manager of sales promotion and advertising; G. V. Filbert to manager of operations, Southern division; and Charles Weiss to manager of purchases of Petrolane Gas Service Inc., according to a recent announcement by R. J. Munzer, president.

In his new position Mr. Coglizer will be responsible for the sales and advertising programs of the parent company and its 29 subsidiary companies. Prior to joining

Petrolane in 1952, he was zone sales manager for over 20 years for one of the major automobile manufacturers.

In his newly created position, Mr. Filbert will be responsible to J. A. Storch, vice president in charge of marketing. Mr. Filbert has been associated with Petrolane for nearly 10 years in various capacities related to sales and field operations.

Mr. Weiss will assume the purchasing duties formerly handled by Mr. Coglizer. He has been active in the L. P. gas business for over 15 years, a great portion of that time with Petrolane.

### **Schick debuts butane cigarette lighter line**

A new line of cigarette lighters, featuring replaceable, throw-away butane tanks, has been introduced by Schick Inc. and marks the company's first product diversification in its 27-year history.

Each fuel tank incorporates its own adjustable flame valve and contains enough butane gas to last the average smoker several months, according to an executive of Schick.

The tanks are easily replaceable and will be available to all stores handling the lighter. The new lighter has no cotton, wick, or screws.

### **Faulty newspaper reports corrected by Jim Deupree**

LPG was not involved in a recent fatal accident in the Alabama area—and Alabama LPGA Executive Secretary Jim Deupree made certain the Alabama newspapers knew this fact following release of a story by a national newswire service blaming L. P. gas.

An elderly man was killed in a

fire at Caffee Junction, Ala., and during the fire an explosion was heard. The wire story blamed the man's death on an LPG tank explosion.

A thorough investigation by the Alabama L. P. Gas Commission, however, showed that the residence did not have an LPG system. There was no L. P. gas or L. P. gas tank anywhere near the residence at the time of the fire.

Exact cause of the fire was unknown, but the explosion that was heard during the blaze resulted from an electric motor on a water pump on a water storage tank.

*The Union Springs (Ala.) Herald* not only gave a correction on the false story, thanks to Mr. Deupree, but also carried statements from the executive secretary on the safety of LPG and its impressive record in Alabama.

### **Quaker division of Florence sold to Heil Co.**

Stockholders of Florence Stove Co. recently approved the sale of Florence's Lewisburg, Tenn., plant and the space heater business of the company to Heil-Quaker Corp.

The Heil-Quaker Corp. combines the central domestic heating and air conditioning division of the Heil Co. of Milwaukee, with the Quaker space heating plant and facilities at Lewisburg, Tenn. The new firm, with about 500 employees at the outset, will manufacture its complete and integrated line in the modern 430,000 sq ft Quaker plant at Lewisburg and will have its administrative and sales offices and research center at Nashville, Tenn.

Joseph F. Heil, president of the Heil Co., is chairman of the board of the new corporation. The Heil Co. is the principal owner of Heil-Quaker.

The Heil trademark would be retained on all central heating and air



**Charles Weiss**  
Purchases



**G. V. Filbert**  
Operations



**W. A. Coglizer**  
Advertising mgr.





New Trinity Self Contained LPG Dispenser showing the octagonal door and tamper-proof single latch.

The growth of LP Gas as a motor fuel has astounded even those close to the industry. Now, Trinity Steel Company introduces a filling station designed to meet the legal requirements of all states...

## New Tamper-Proof LP Gas Motor Fuel Dispenser... Completely self-contained under one lock!

**H**IGH winter sales, low summer sales... seasonal "peaks and valleys"... have been an earmark of the LP Gas industry since it began. That's why the recent growth of motor fuel users has been so welcome. No longer just a potential sales leveling influence of the future, motor fuel sales are already big business. According to a report of the Bureau of Mines, U.S. Dept. of the Interior, internal combustion uses of LP Gas in 1956 amounted to 11.7% of the total market, or over 773 million gallons (not including industrial usage)! This was an increase of almost 19% in gallons over the previous year, as compared to the total industry's 8.4% increase. The figures for 1957 promise to be equally as impressive.

### What can motor fuel sales mean to you?

First, motor fuel sales allow you to turn the normally slack season into a peak season. As sales level out over all twelve months, a full overhead is justified and easy to handle. Personnel problems are reduced; long-range plans are easier to prepare.

Second, your total gross sales increase. Your market is larger...

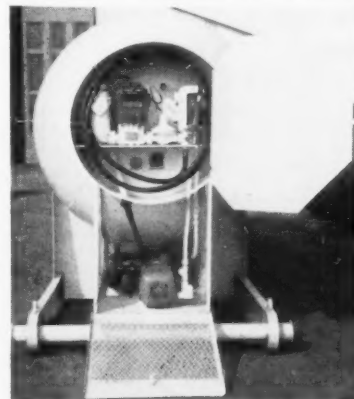
your chances of higher profits are increased.

### You must have equipment to handle motor fuel sales!

More dealers would be operating in the rapidly expanding motor fuel field if they had the necessary filling station equipment. Obviously as more trucks, busses and cabs come factory-equipped with LP Gas carburetion... and as big fleets convert... service becomes most important. The new Trinity Self Contained LPG Dispenser makes possible... *for the first time*... a tamper-proof, compact unit that meets the requirements of all states. The tank, precision engineered to Trinity's rigid specifications, is mounted on 10" channel structural skids. Two bar padded 120° cradles are featured in the unit, offering full protection against any impact damage. The hose, meter, magnetic switch, filling and dispensing openings are all conveniently enclosed in a heavy steel housing at the end of the unit. Complete protection against the elements is obtained, and elimination of a separate sheet metal dispenser reduces the hazard of motor vehicle damage. The motor is enclosed in a handsome perforated metal cage that is locked with the

central latch key on the octagonal door. This door, designed as a traffic stopper sign, locks up *everything* with one latch. The Trinity Self Contained LPG Dispenser comes in various sizes, ranging from 1000 WG to 4000 WG. They are furnished with either a big C-12 or C-14 Corken pump for maximum pumping efficiency. Ease in financing now makes it possible for all dealers to enter the booming motor fuel business. You are urged to write or call Trinity today for your new filling station.

(Advertisement - Trinity Steel Company - 4001 Irving Blvd. - Dallas, Texas Phone: FL 7-3961)



Steel housing opened to show the compact arrangement inside and the motor unit beneath.



Norman H. Lee, Norco president, left for West Germany last week following a conference with AGA officials in New York. He will visit the factory which produces Norco gas refrigerators to check on recently expanded production facilities.

conditioning equipment and the Quaker name on all space heating products.

Florence recently purchased the Geo. D. Roper Corp. of Delaware and Roper's gas range and dryer business. Florence will continue to manufacture and market Florence and Roper gas ranges.

### Suburban Gas acquires five new properties

Suburban Gas Service recently acquired five new properties resulting in approximately 3000 new customers and bringing the firm's total to 40,000 served through 61 marketing plants in seven western states. W. R. Sidenfaden, president, announced recently.

The five new properties, located in Pomona and Bloomington, Calif., Moab, Utah, and Grand Junction and Grand Valley, Colo., will materially contribute to revenues and earnings, Mr. Sidenfaden said.

### Kentucky dealer lauded for use of Council aids

A committee of the National LP-Gas Council paid tribute to Charles C. Wells, president of the Hardware Charlie Gas Co., Paintsville, Ky., recently for his excellent use of Council ad mats and editorial features in a consumer house organ.

Frank Carpenter, chairman of

the Council's dealer sales aid committee and president of United Petroleum Gas Co., Minneapolis, Minn., distributed copies of the fall issue of Hardware Charlie's *LP-Gas News* to all committee members. He pointed out that the issue contained nine Council ad and editorial features.

Mr. Carpenter said that other dealers could benefit from Mr. Wells experience. Not only does he use the ad mats in his local newspaper, but he also gets double value from them by incorporating them into his consumer house organ.

### Ruud promotion kicked off by Southern Heater Co.

Southern Heater Co. Inc., New Orleans, La., Ruud water heater distributors, recently began the celebration of its 25th anniversary with the kick-off of a giant Ruud promotion among plumbers and dealers.

Introducing the complete line of 1958 Ruud water heaters. Southern Heater used advertisements in the two local newspapers of two-thirds page size to announce its anniversary and to launch the Ruud promotion. Photographs of 36 members of the Southern Heater staff were included.

A successful traffic builder was the offer of a free roll of Alcoa Aluminum foil to folks coming in to look at the line. Several hundred cases of foil were given away.

Southern Heater is the Ruud distributor in Louisiana, Mississippi, Arkansas, Alabama, Tennessee, and northwest Florida. Though the company is primarily a water heater firm, it also distributes heating and air conditioning equipment and is a parts depot for grilles, registers, water heater supplies, controls, etc.



### More Canadian residents to get propane gas

D. Ross McRae, general manager of Rockgas Propane Ltd., Vancouver, B. C., has announced plans for further provincial development with the distribution of bulk, metered propane for the Sechelt peninsula in the immediate future.

Plans already underway call for tank trucks, themselves operating on Rockgas, delivering the propane from a storage plant to be located at Gibsons.

Future plans will include Rockgas cylinder filling stations at Gibsons, Sechelt, and Pender Harbour. When in operation, this will result in a lower cost for propane, and increased service for the hundreds of marine and summer home users in the area.

### J. B. Beaird receives high civilian award

At a special luncheon held recently in Shreveport, La., the J. B. Beaird Co. was honored with a Department of Defense Reserve Award, one of the highest honors that may be bestowed on a civilian group.

The engraved plaque and display pennant were presented by Major General G. S. Melloy, deputy general of the Fourth Army, to company president J. Pat Beaird.

The citation lauded the company's personnel policies which en-

A. J. Saucier, vice president; Henry N. Stall, vice president; Lawrence F. Babst, secretary-treasurer; Emmett A. Smith, president; and Alvin J. Songne, city sales manager of Southern Heater Co. look over the new and old in Ruud water heaters as Southern celebrates its 25th year as Ruud distributor.

**D. W. WHITEHEAD automatic**

**GAS**

**water heaters**

*A GROWING POPULARITY  
THAT IS MAKING FRIENDLY  
USERS THROUGHOUT  
THE COUNTRY...*



**Especially Designed  
for LP GAS**

.....

**QUICK TURNOVER  
COMPETING PRICES**

*Liberal 10 year guarantee*

*Nationally Advertised*

**D. W. WHITEHEAD**

**D. W. WHITEHEAD MFG. CORP.  
1214 WALNUT AVE., TRENTON 9, N.J.**



Department of Defense reserve award was presented to the J. B. Beaird Co. by Major General G. S. Melloy, defense general of the Fourth Army. J. Pat Beaird, president of the Shreveport firm, received the citation and display pennant.

courage participation in reserve activities, and said the firm was recommended for the award by Don Carpenter, product engineer and member of the Shreveport reserve forces.

The citation added, "Utilization of the company's parking area, in particular has enhanced reserve participation. Further special assistance and interest was manifested in the furnishing of trained operators to aid reservists in handling heavy equipment and supplies."

Attending the luncheon were members of Beaird's executive staff and key officers in the Fourth Army and Reserve forces.

### Garland div. of Welbilt dedicates new plant

The new \$2 million Garland manufacturing plant of the Welbilt Corp., Maspeth, N. Y., was dedicated at a recent trade reception held in the new plant.

A. P. Hirsch, chairman of the board of Welbilt; Henry Hirsch, president of Welbilt; C. M. Jewell, sales manager for Garland and other Welbilt executives greeted the 250 guests, including prominent members of the trade press, and officials of gas and trade organizations concerned with mass feeding, who attended the ceremonies.

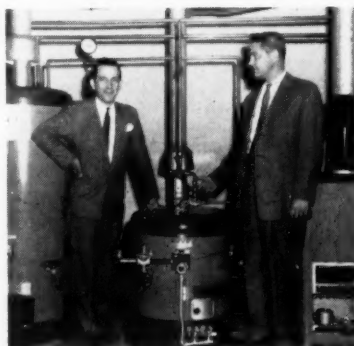
Garland's complete manufacturing operation was moved from Detroit, Mich., to the new plant which was designed to provide for

an expansion in manufacturing capacity. The plant represents an addition of 350,000 sq ft of manufacturing space to the Welbilt Corp.'s 400,000 sq ft which is used for the manufacturing of ranges and air conditioners.

### Pyrofax realigns its field organization

A complete realignment of the Pyrofax Gas Corp. field organization was announced recently by Walter A. Naumer, president. The existing eight sales divisions and four plant districts will be consolidated into seven divisions; the present 45 sales districts will be expanded to 77 districts, coinciding with present filling plant areas.

A manager will be appointed for each district who will have respon-



International boundaries have failed to halt the quest for learning by Boris M. Tezak (left) Caracas, Venezuela, who is the first South American graduate of the Ruud Institute of Commercial Gas Water Heater Engineering in Kalamazoo, Mich. He is shown with R. N. Spear, Ruud commercial sales manager. Mr. Tezak represents the Venezolana de Gas, a subsidiary of the Protane Corp., Cleveland.

sibility for plant operation, sales, service, credit, accounting and other functions within his particular area.

Mr. Naumer said that D. G. O'Meara, sales manager, and M. L. Kefauver, general superintendent, have been assigned the joint responsibility of placing the new program into effect. They will supervise the initial training required and establish effective liaison between the various departments of the corporation.

### Revised NGAA Engineering Data Book now available

Producers of LPG will find a treasure chest of information in the seventh edition of the Engineering Data Book, published by the Natural Gasoline Supply Men's Association, just released.

New in the seventh edition is a section containing the revised NGAA Equilibrium Ratio (K Value) charts. Other new or expanded sections include up-to-date data on LPG, gas and gasoline treating; water treating; cooling towers; storage; piping; fluid flow; compressors; and electrical equipment.

Copies, at \$5 each, can be obtained from the NGAA offices, 421 Kennedy Bldg., Tulsa, Okla.

### Comforteer Co. purchases Herron Stove & Foundry

The Comforteer Co. of Chattanooga, Tenn., has purchased, in its entirety, the Herron Stove & Foundry Co., also of Chattanooga. The announcement was made by Joe B. Holmes, vice president and general manager of the Comforteer Co.

The Comforteer Co. is an entirely new organization, but will continue production of the Comforteer brand name, formerly used by Herron. The company will occupy the old Herron plant and business office headquarters at 811 W. 6th in Chattanooga.

### Motorola expanding into larger Dallas quarters

Construction of a new Dallas, Texas, administrative headquarters for the 10-state southern sales area of Motorola Communications & Electronics Inc. was expected to be complete by the end of 1957, according to Edward L. Falls, vice president and area manager, who



# it takes...*Enterprise*

*to build in so many top-quality features as standard equipment!*



Ask your Enterprise-ing salesman about your new advertising allowance

## PHILLIPS & BUTTORFF CORPORATION

Nashville, Tennessee

Every Enterprise range, from the lowest priced to the finest custom model, has many features you'd ordinarily associate only with top-priced ranges. You can use the same powerful sales ammunition to help sell any Enterprise range.

Here are the features that give the lifetime performance your customers want

One-piece, all welded frame and base  
Tank-type, seamless oven  
Heavy blanket of Fiberglas insulation  
Titanium acid-resistant porcelain enamel finish  
Porcelain enamel inside and out

Please send me more information on the advantages of handling the Enterprise Line.

NAME .....

COMPANY NAME .....

ADDRESS .....

CITY .....

STATE .....

## You'll close more appliance sales when you use this handy... **COMPETITIVE COST CALCULATOR**



Now... with this authoritative, convincing sales tool, you can prove to your prospects *quickly, easily, and simply* that LPG costs less than electricity for cooking and water heating. Money talks with most people, so *dramatize the savings* with a Competitive Cost Calculator.

Compares the average annual cost of operating LPG versus electrical appliances, using your own local rates.

Proves to your customers' satisfaction that it's less expensive to cook and heat water with LPG than with electricity.

It's authoritative! Average annual usage figures for both LPG and electricity are taken from Technical Bulletin 1073 prepared by the U. S. Department of Agriculture.

It will last for years. Made from durable plastic-laminated board.

### LPG OPERATORS—

The Competitive Cost Calculator builds fuel sales as it builds appliance sales. Hundreds of LPG appliance salesmen are using the Calculator to add authority to their sales presentations. Be sure each of your salesmen has one with him on every call.

*The supply is limited, so order today!*

**\$1.00 each**

Orders of 50 to 99—80¢ ea.

Orders of 100 or more—70¢ ea.

(In California add 4% Sales Tax)

**BUTANE-PROPANE NEWS • 198 S. Alvarado Street • Los Angeles 57, Calif.**



for the  
**VENTED  
HEATER**  
that has  
**NO VENT**

**SUBURBAN NOVENT  
OR  
DYNAVENT GAS HEATER**

It's one of the many windows in thousands of homes, workshops, cottages and offices, everywhere, that will soon hold a Suburban Novent or Dynavent Gas Heater.

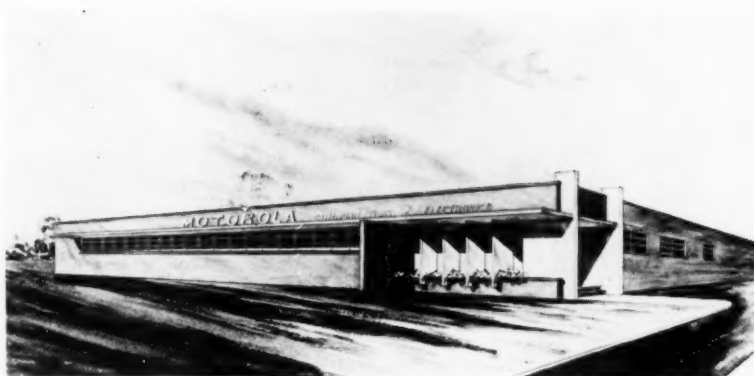
These versatile heaters are easily installed in either window or wall . . . need no stack or chimney . . . take up no floor space . . . extend only 8½" into the room . . . and, save as much as 30% in fuel costs.

Available in 35,000 BTU and 45,000 BTU models.

Approved by AGA, leading utilities and LP-Gas marketers.

**SUBURBAN  
APPLIANCE CO.**

WHIPPANY NEW JERSEY



New Dallas offices of Motorola Communications & Electronics Inc. will house administrative headquarters for 10-state southern area.

announced the building program.

The 12,000 sq ft building will house a 2-way radio sales office, an expanded Motorola parts depot and a microwave and industrial control sales office as well as the administrative office of the southern area.

### **Tappan agrees to acquire stock of plastic firm**

Tappan Stove Co. is embarking on a broad program of diversification and expansion.

W. R. Tappan, vice president of the firm, announced recently that Tappan's first major step toward broadening the scope of its operations is an agreement to acquire all the stock of Champion Molded Plastics Inc., Bryan, Ohio. Champion is one of the country's principal suppliers of plastic components for the refrigeration and air conditioning industry.

A special meeting of stockholders was called for November 25 to im-

plement the diversification program. Stockholders were asked to make appropriate changes in the purpose clause of the company's articles of incorporation which now limits Tappan's business to the manufacture and sales of cooking appliances.

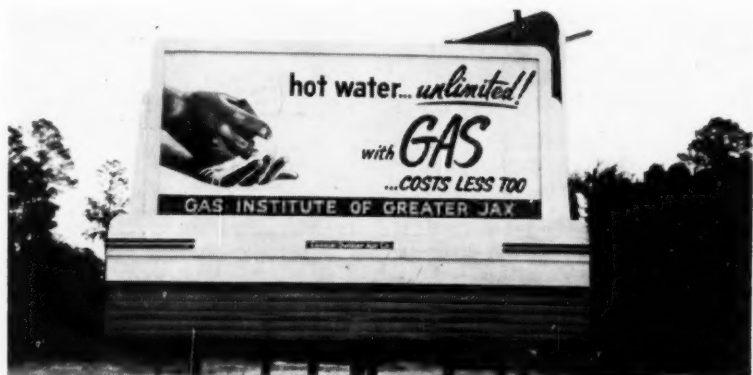
Shareholders are also being asked to approve change of the company's name to Tappan Co.

### **BPN articles in Japanese gain high popularity**

Japanese-reading L. P. gas dealers, appliance and equipment manufacturers, and suppliers, who reside in Japan, have been keeping up with many of the feature articles in BUTANE PROPANE News this past year by reading *The Japan Welding News*.

The Japanese language trade journal received permission from BPN to reprint articles of interest.

Billboards featuring copy provided by the American Gas Association, are offering competition to electricity on behalf of L. P. gas in the Jacksonville, Fla., area. Locations are changed every two months.



As a result, every issue contains several articles taken from BPN (with due credit) but rewritten in Japanese. H. Nakajima, chief editor, reports from Tokyo that interest and readership in the paper has gone up considerably since he began using BPN material.

And Spanish-reading LPG enthusiasts in Latin American countries will soon be able to read BPN articles in their native tongue. A request has recently been granted to a Spanish L. P. gas publication to reprint articles from BPN in Spanish.

All of this is, of course, in addition to the regular issues of BPN in English which circulates to nations around the world.



Cards and stickers listing features of Maytag automatic washers and dryers and bearing endorsements by leading women's magazines are attached to each appliance as it moves down the assembly line at the company's plant. This information is handy to help answer customer questions.

### Truthful advertising campaign is underway

A joint business-government drive to promote truthful advertising is underway.

Object of the campaign is to gain greater public confidence in the reliability of advertising by eliminating such abuses as fictitious pricing, bait advertising and exaggerated and untruthful claims, according to the Federal Trade Commission and the Advertising Federation of America, who will conduct the campaign.

The campaign is also designed to help the honest businessmen who favor honest advertising "know where the legal line is drawn," according to FTC Commissioner Robert Secrest.



## BASO<sup>®</sup> TYPE R Pilot Burner

**BELONGS**  
on every  
modern appliance...

Central Heating • Incinerators  
Water Heaters • Clothes Dryers  
Room Heaters • Unit Heaters  
Wall Heaters

Baso Type R single-flame pilot burners give dependable service ... maintain stable millivoltage output over a wide range of pressures ... provide trouble-free performance with any kind of fuel gas.

Baso offers Type R non-linting pilot burners in two Series, 300 and 100 Btu/hr., featuring many bracket types for vertical, horizontal and inclined mounting on practically every gas appliance.

**B**

*BASO pilot burners are engineered  
for dependable, trouble-free performance.*

For more information on Baso pilot burners, WRITE

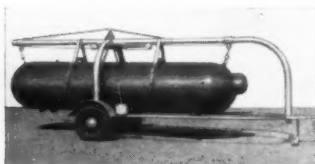
# BASO INC.

Dept. SB-1 • MILWAUKEE 1, WISCONSIN

(Formerly Milwaukee Gas Specialty Company)



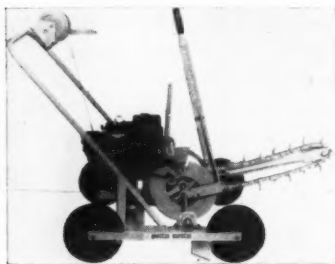
## FISK TANK TRAILER ONE MAN-HYDRAULIC



The only true "one man" tank trailer on the market. Twelve-ton hydraulic system does all the work—saves muscles, time and money! 4" frame adjustable to tank length. Transports up to 1260 w.g. Priced within your reach. 4 models to fit your needs.

Write for prices and literature today!

## "Ditch-Witch" TRENCHER



Model BA

Cuts a clean, spoil-free trench—straight, curved or square corners at 8' per minute, 2 1/4" wide, 18" deep. Other models cut up to 9" wide, and 36" deep. You can do neater LP Gas installations at less cost and damage to lawn with a "Ditch-Witch" Trencher. Send for descriptive literature.

Write for New Fine LP Catalog

**Fine PRODUCTS CO.**  
6240 OGDEN AVE.  
BERWYN (Chicago Sub.) ILLINOIS

## Dovenberg is new vice president of Home Gas Co.

The promotion of E. A. Dovenberg to vice president and general manager of Home Gas Co., Minneapolis, is announced by E. P. McCahill, president of the company.

Mr. Dovenberg joined the Home Gas Co. 11 years ago as purchasing agent and was promoted to general manager in 1950, the position he has held prior to this new promotion.

Mr. Dovenberg is past president of the Minnesota L. P. Gas Association and is now serving as chairman of the safety committee for the National LPGA of which he is also a director.

## NEWS NOTES

The Guelph Light & Heat Department, Ontario, reports the sale of the city's propane gas distribution system to United Co-operatives of Ontario for \$36,000. Guelph recently sold its underground manufactured gas distribution system to Union Gas Co. for \$400,000. Union Gas is reported installing additional mains in preparation for the arrival of natural gas.

The Gas Machinery Co., Cleveland, announces the appointment of Oil & Gas Agencies Ltd. as its representative in Houston and Dynatrol Inc. as its New York distributor. These two companies will represent the company's line of chemical process equipment including continuous extractors, continuous mixers, valves and gas plant equipment.

Service Petroleum Co. of Tulsa, Okla., recently completed a move to new quarters. According to a joint announcement by Tom Damon and Harold Wolfinger, the move was necessitated by a need for larger and more efficient office space. The new headquarters address is 921 National Bank of Tulsa Bldg.

Gas sales of Suburban Propane Gas Corp. for the nine months ending September 30 showed an increase of two million dollars over those of the same period last year. Mark Anton, president, explained, however, that a corresponding increase in profit was offset by higher wages, increased freight rates and cost of product.

Cooley Butane Co. Inc., DeRidder, La., has been granted charter of incorporation listing capital stock of \$100,000.

## The guide to credit collection

(Continued from page 46)

since a systematic plan of credit management was installed, no customers have been lost and the firm now has the respect of all of its customers.

In all cases where I have installed a standard plan of credit, no customers have been lost except for a few who would have objected to any attempt at collection. In all cases the dealers have actually gained customer respect.

Probably the basic ingredient of any collection plan that works is consistency. Set up specific procedures and then follow them through with every customer.

The time to start turning over those inactive accounts receivable is now. The longer the customer goes without paying, the harder it will be to collect. Here is a suggestion: compare your volume of credit sales to cash sales, then classify your receivables as to loss potential. When you have done this, ask yourself if you are ready for a possible leveling off period that may come tomorrow.

Don't go along believing that sales will be lost if you establish a credit account on your books properly or if you ask for payment if it is overdue. It has been proved that this is not true—if proper credit procedures are used by properly trained personnel.

A cash sale is always the best. Train your staff to try for that first. Then if you must grant credit, and most LPG dealers must, do it in a manner that will result in payment of the account. Your customers are used to credit buying and credit methods. Over \$40 billion of consumer credit on the books of American business shows that. It is up to the dealer to bring his credit selling and collection methods up to date with his customers.

(Please return to page 48)





## ASSOCIATIONS

### "Profits in Safety" topic at New England meet

When the ninth annual convention of the Liquefied Petroleum Gas Association of New England was called to order last Fall, interest centered in the election of new officers for the coming year, and resulted in the naming of John D. Stone as president. Mr. Stone is associated with Gas Inc., Lowell Mass.

The vice presidencies went to Alfred Thomas, Caribou, Maine, and Henry Merrill, Brattleboro, Vt. R. B. Murray, Stockbridge, Mass., was elected secretary, and W. A. Sanford, Lexington, Mass., became the new treasurer.

Directors elected are Alfred Thomas, Elmer Ring, John Cafasso, Bernard S. Young, John S. McGoo-han, Robert E. Tucker, Irving Patterson and William F. Holmes. Lou Davis, of Boston, is the permanent district secretary.

"Profits in Safety" was the subject of a talk given by Ray Murray, of The Bastian-Blessing Co., who used a series of slides to show good and poor installations of equipment. His running commentary on the slides emphasized the point that there are profits in safety.

A. F. Dyer, Phillips Petroleum Co., talked on profits through industry pinpointing of NFPA Standards 52 and 58. He showed the part L. P. gas has played in the development of these standards and how through their use accidents can be prevented.

LPGA's president, Talmage Lovelady, presented constructive arguments to show how profits and other values will accrue through membership in the national association.

### Harry Rosen elected head of New Jersey association

At the October meeting of the New Jersey Liquefied Petroleum Gas Association at Hotel Jefferson in Atlantic City, Harry Rosen was elected president for 1957-58. Mr. Rosen is with Seidel Brothers, of Bordentown, N. J.

Other new officers are Henry J. Aust (outgoing secretary-treasurer), 1st vice president; Kenneth

Dunster, 2nd vice president; Roy Rohel, secretary-treasurer. Directors are Guy Richdale Jr., Elwald Gerstman, Alois Frickel, Jack T. Bell, Frank Barry, Manuel Gale and Edward Keible.

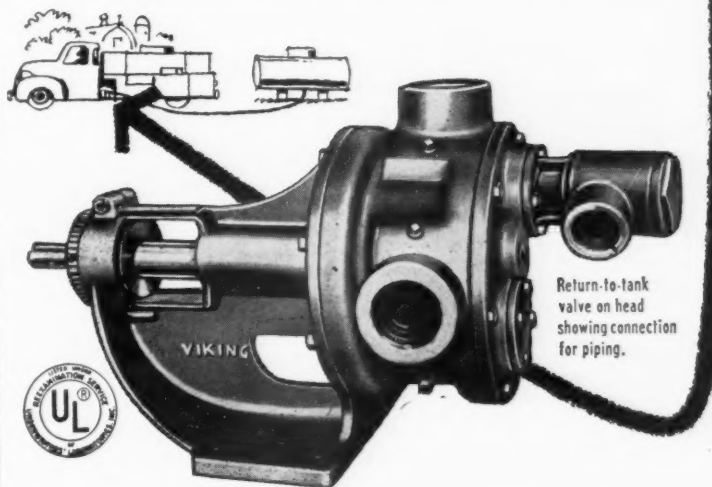
Next in importance to the elections were discussions on a highway sign program to be conducted

in cooperation with New Jersey gas utilities, the investigation of the personal property tax being levied upon LPG dealers for equipment at individual homes, a report on civil defense activities and the urging that more emphasis be placed upon contacts between L. P. gas dealers and Civil Defense heads.

The luncheon speaker was John D. Stone, of Gas Inc., Lowell, Mass., and newly elected president of the LPG Association of New England, who described the responsibilities of the L. P. gas dealer to the customer, employees, the public, stock-

## SPEED UP DELIVERY WITH...

### VIKING LP-GAS TRUCK PUMPS With Return-to-Tank Valve on Head



Return-to-tank valve on head showing connection for piping.

You'll get maximum delivery of LP-Gas with Viking truck pumps . . . equipped with return-to-tank valve on head . . . with full size piping . . . and with excess flow check valve.

Take a tip from the experience of others! Mount Viking pumps on your trucks and save valuable loading and unloading time. And don't be satisfied with any other truck pump. Insist on Vikings! You'll get complete installation instructions. Choice of 28—38—and 70 G. P. M. sizes.

Send for Catalog HB today!



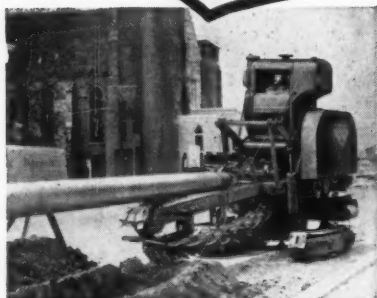
VIKING THE LEADER—NOT A FOLLOWER IN ROTARY PUMPS

## VIKING PUMP COMPANY

Cedar Falls, Iowa, U. S. A. In Canada, it's "ROTO-KING" pumps

See Our Insert In Butane-Propane Catalog

# DIG MORE DIRT FOR LESS MONEY WITH A Pow-R-Ditcher



**Model 4T Pow-R-Ditcher**

Here's a real workhorse that digs for LESS because it costs so much LESS! Ideal for the light construction field in laying gas pipe, water and cable lines and digging home foundation footings. Very maneuverable for those "tight spots", the 4T is only 6' high, 13' long and 48" wide. Digs 6" to 14" wide and up to 17' per minute. Handles most small ditching jobs at a fraction of the cost of more expensive ditching machinery.



**"Small W-2 Pow-R-Ditcher is  
Finest for Small Services"**

... says Post and Lee Service of Alta, Iowa. "In one month we completed over 100 services (7100 feet). It was rugged work but the W-2 handled it with no breakdowns except a pair of belts. We keep ahead of schedule with the W-2." The W-2 digs 2½" to 4" wide and is ideal for gas service, electrical service and shallow water lines.

**Write For Literature and Low  
Prices on the Complete  
Vermeer Pow-R-Ditcher Line**

Larger Pow-R-Ditcher models also available. Check the performance, quality and price before you buy. Our nearby Vermeer dealer will be happy to arrange a demonstration.

**VERMEER  
MANUFACTURING CO.**

1446 W. WASHINGTON • PELLA, IOWA



holders of the company, the Government, the community and to himself.

Harold R. Tyson presented a film on the history of the stock market and discussed processes incident to obtaining capital, how to buy and sell stock, and aid in the growth of the industrial community.

"Liability" was the subject of a talk by Harold Buddenhagen, insurance engineer, in which he named the various types of insurance, their usefulness and how to avoid costly claims. He also outlined many ways to make a business safe and to keep it that way.

The highway sign program was outlined by George Van Dyke. The plan has already been accepted by three gas utilities and its merits were presented to the LPG dealers to enlist their support and cooperation.

## Touring management school is new Kansas plan

The board of directors of the Kansas LPGA, under the direction of Tom Akin, president, has adopted two innovations that are believed to be of great importance to members.

First, it has been decided that the annual convention will no longer be held in the Fall of the year when dealers are busiest on the winter sales campaigns, but instead to hold it in the Spring, at the tag end of the Winter season. This year the meeting will be in Wichita, as usual, but on April 20-21, and the place will again be the Broadview hotel.

Heretofore management schools have been held in one location which often necessitated dealers traveling long distances to attend. Now it has been determined to take these schools to seven districts over the state and subject matter will be

In November, members of the Pennsylvania Liquefied Petroleum Gas Association who attended a management conference conducted by Penn State University, College of Business Administration, were given a new insight to the rudiments of good management which will assist them in financing problems, improvement of personnel programs, increasing their volume and putting them in a position to add to their profits. A close relationship was established between marketers and faculty members which paves the way for cooperation in promoting the development of the LPG industry in the state. Members who attended are (l to r), front row: Carl Jacobson, Frank Thompson, Jim Dawnall, Art Barlow, Ed Fast, Rus Sewall, W. F. Winner, W. F. McComas, Len Lemon, W. Schlegel. Back row: Glen E. Wise, George Hodges, A. C. Kreutzer, R. B. Langford, Bill Cutten, M. E. Brown, Ken Remaly, Bill Horner, Dennis C. Earhart, Harry Ward Jr.

confined to one topic per year. The plan is called, "Take the Conference on a Tour," and this year the discussion will cover credit and collections. Meetings will open at 2 o'clock in the afternoons and run through to 9:30 in the evenings, with ample time for dinner.

The tour starts in January and the instructor will be Kermit Oaks, Emporia, who is a widely known figure in the field of credit and collections. In cooperation with the association will be the Kansas state board of vocational education.

## Morgan elected president of West Virginia dealers

When the West Virginia LPG association met last Fall, William M. Morgan was elected president for the ensuing year. Mr. Morgan is with Gas Service Inc., Bluefield, W. Va.

Other officers selected are R. Clif-

ford Lough, vice president; C. William Faulkner, secretary, and Richard L. Daugherty, treasurer. Newly elected directors are H. W. Wagely, Robert E. Statler, Mrs. Sara Gursion, Donald W. James, A. D. Stevens Jr., Bernard E. Marrs, Paul P. Winfrey, Harry Sapp and C. Wade Gibson.

The luncheon speaker, R. C. Albrecht, Protane Corp., emphasized the importance of service to the gas marketer. Leonard Lemon, The Bastian-Blessing Co., Chicago, followed with a graphic approach to competitive fuel marketing, and Miss Madonna Bergman, home economist for Robertshaw - Fulton Controls Co., gave a live demonstration of the many and varied applications of top burner controls.

### Carl Sorby named head of publicity organization

A 50-man board of the National LP-Gas Council, meeting in Dallas as a tribute to the many LPG leaders there, bestowed its highest honor on E. Carl Sorby when it elected him president for 1958 at last Fall's meeting.

Mr. Sorby is president of the Geo.



Carl Sorby

D. Roper Corp., wholly owned subsidiary of the Florence Stove Co., Kankakee, Ill., and for years has been a leader in sales promotion activities in the industry. He succeeds A. H. Cote, of Suburban Propane Gas Corp.

The second ranking office went to W. F. DeVoe, who was elected chairman of the executive committee. Mr. DeVoe is manager of LPG sales for Phillips Petroleum Co., Bartlesville. Harry J. Morley, vice president of the FauceHot Heater Co., La Porte, Ind., was reelected treasurer.

Special guests of the Council board at the Texas meeting were 21 members of the board of directors of the Texas Butane Dealers Association, who, with other outstand-

ing leaders of the Lone Star state—producers, wholesalers, marketers and appliance manufacturers—have contributed so greatly to the prominence and growth of the whole industry.

### Dealers plan selling job for younger generation

By MILTON LEVINSON

The October meeting of the Del-Mar-Va Gas Association was held at the new Hotel Dover in Dover, Del. Presiding was the outgoing president, Granville C. Northam, Peninsula Gas Co.

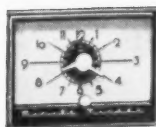
A report was given by E. C. Burton, Jr., of the Cambridge Gas Co. on the successful service school held at Salisbury, Md. The attendance was large and plans are underway for another session to be held in the near future.

The highly successful chicken festival held at Laurel, Del., gave some interesting statistics on trends. In the senior class of winners, 15 out of 25 used gas. However, in the junior class, only 9 out of 20 used gas. Evaluating all the results showed that out of 108 seniors, 58

## FEATURES THAT SPARK GAS RANGE SALES . . . . .



MICRO-LITE  
INSTANT BURNER IGNITION



LUX ELECTRIC CLOCK  
AND MINUTE MINDER

THERMAL EYE  
TOP BURNER TEMPERATURE CONTROL



Other Outstanding Features of BROWN GAS RANGES include: \*EZE-Kleen broiler \*EZE-out oven bottom \*Windoor with light in oven \*Sof-glo backguard \*Griddle with conversion grate. For more information write:

**BROWN STOVE WORKS, INC.**  
CLEVELAND, TENNESSEE

preferred gas. Only 20 of the 52 juniors desired gas.

It was suggested, in view of these results, a concentrated effort should be made to sell gas to the younger generation, who are the adults and buyers of tomorrow, and to have gas ranges put in all home economic departments of schools in each dealer's marketing area. These ranges should be kept up-to-date. It was further suggested that a home economist be employed who would visit the various home economics teachers and provide a gas lecture and demonstration.

In the election of various officers and directors, the following were selected.

F. E. Cook, Suburban Propane Gas Corp., president; E. C. Burton Jr., Cambridge Gas Co., vice president; and D. M. Stavelly, Chesapeake Gas Co., secretary-treasurer. Directors: Granville Northam, Peninsula Gas Co., Reginald Schneider Tri-County Gas Co.; Jack Peacock, Eastern Shore Gas Co.; Louis Knox, Protane Corp; Randall Knox, Cahall Gas Co.; and John Clark, John Wood Co.

A welcoming speech was given by

the Hon. J. Caleb Boggs, governor of Delaware. The main speaker at this meeting was Sterling White, manager of the Eastern States Purina Feeds Co. Mr. White stated that 60 per cent of the farmers' income from the Del-Mar-Va Peninsula comes from the poultry industry. There are 30 hatcheries that use 15 million eggs each hatching. The annual consumption of feed totals a million tons.

Today, two pounds of feed produce one pound of meat. Ten years ago, three pounds of feed produced one pound of meat. The goal is one pound of feed for one pound of meat. The trend is for central heat for chicken houses in the future. A greater consolidation of growers is taking place daily.

A cocktail hour provided by the manufacturers' representatives, followed by dinner, brought to a close the fall meeting.

## You can't lose!

**— AS GOOD AS A NEW SMITH PUMP  
FOR LESS THAN THE CHEAPEST PUMP.**

Almost any Smith Pump manufactured since 1945 can be converted at the factory in South Pasadena to include all the many improvements developed since that time, at less than the cost of the cheapest competitive pump. This applies to all "M" and "T" series Smith Pumps.

You can't beat a deal like this—a high quality pump, made of the finest materials with all the latest improvements, capable of passing the same high factory tests given to our new production pumps—all for a low, low price.

Send your old "T" or "M" Smith Pump in to us by motor freight for estimate of repair costs. (Average TC-2 — \$110.00, Average MC-2 — \$95.00. Other sizes in proportion.) If you decide the repair cost is too high, we will scrap the old parts and reimburse you for the shipping expense. You can't lose.



MODEL TC-2  
for Truck Service

# SMITH

PRECISION PRODUCTS COMPANY

1135 MISSION STREET, SOUTH PASADENA, CALIFORNIA

TELEPHONES: RYan 1-2293 or RYan 1-2691

## Virginia group discusses sales promotion at meet

The October meeting of the Shenandoah Valley Blue Flame Council was held at the auditorium of the Virginia Gas Distribution Co. in Staunton, Va. Sales promotion was the theme of the gathering, chaired by D. C. Earhart.

The first speaker was Miss Carolyn Boling, home economist of Virginia Gas Distribution Co. and she gave an interesting demonstration on selling techniques for gas dryers.

The Blue Flame Council is supporting a TV program and the public's reaction to this undertaking was discussed at length. Virginia Gas Distribution Co. is currently spending \$1700 per year on this method of advertising, according to Richard T. Sloan, secretary.

The next monthly meeting of the Council was scheduled to discuss freight rates.

## Mississippi dealers reelect Grice to office

The annual Fall meeting of the Mississippi LP Gas Dealers Association was held at the Edwards hotel in Jackson, November 10-11. Of first importance was the reelection to the presidency of John A. Grice, of Picayune.

Serving in other positions for the coming year are three new vice presidents—James Magee, Herbert Rogers and Robert Weir, while P. A. Johnson was named secretary-





The new officers and directors of the Mississippi LPGA elected at its annual fall business meeting held in Jackson, November 11, are (from left to right) seated: P. A. Johnson, Crystal Springs, secretary-treasurer; James Magee, Tylertown, vice president; John A. Grice, Picayune, re-elected president; Allen Spencer, Philadelphia, and Carl Harris, Raleigh, directors. Standing: A. R. Yochim, Meridian; Frank L. Stevens, Picayune; W. W. Gresham Jr., Indianola; and C. L. Graeber, Yazoo City, all directors. Other officers and directors who were not available for the picture were: Herbert Rogers, New Albany, vice president; Robert Weir, Newton, vice president; and O. W. Pittman, Corinth, director.

treasurer. Directors are Allen Spencer, Carl Harris, A. R. Yochim, Frank L. Stevens, W. W. Gresham Jr., C. L. Graeber and O. W. Pittman. Mrs. Jessie Magee is executive secretary.

### Kansas LPGA standing committees named

President Tom Akin, of the Kansas LPGA, has announced the personnel of the committees which will function during 1958. These are as follows:

Legislative: Glenn O. McGuire,

chairman; W. E. Souder; Keith Swinehart; Frank Groves; Glen Humburg; Floyd Bartlett; Jack Hayes.

Education and Safety: Henry Weickman, chairman; Martin Burke; Wes Loewen; Ernest Unruh. (1 member yet to be appointed.)

Industrial Relations: Glen Humburg, chairman; Glenn O. McGuire; Clyde Cheatum; Tom Akin; Keith Swinehart; Willard Carkuff; W. E. Souder; Ernest Wissing.

Membership: George Bach, chairman; Max Voelzke; Francis Hogan; Neil Dougherty; Ralph Dickey; Bob Olesen; Floyd Bartlett.

By-Laws Revision: Leo Jenkins, chairman; Harold Stanton; Fred Rietcheck. (2 members yet to be appointed.)

Nominating Committee: Murten Hartzler; Don Eichman; Walter Miller; Byron W. Myers, Jr. (3 members yet to be appointed.)

Convention Committee: A. C. Ferrell, chairman. (Additional members to be appointed in the near future.)

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## THE TRADE

### Crane Co. elects two vice presidents, Nelles and Kempf

The election of two vice presidents of Crane Co., Chicago, has been announced by Neele E. Stearns, president. They are Maurice Nelles, vice president for engineering and Paul S. Kempf, vice president for personnel and industrial relations.

Mr. Nelles most recently was director of diversification and research development for Technicolor Corp., Hollywood, Calif. Previously, he was director of research for Borg-Warner Corp., Chicago, and vice president of its petro-mechanics division.

Mr. Kempf formerly was director of industrial relations for Hoffman Electronics Corp., Los Angeles. In 1955 he received the Los Angeles Merchants & Manufacturers Association award for outstanding contribution to personnel administration.

### Sales manager for Tamco is Harold G. Ward

Tamco Corp. announces the appointment of Harold G. Ward as regional sales manager for northern California.

With headquarters in Pleasant Hill, Mr. Ward will work in close cooperation with the company's national sales offices in nearby San Rafael. He assumes his new position following ten years as a sales representative in the heating equipment industry of both northern and southern California.

### Motor Wheel promotes O'Hearn to advertising manager

Theodore D. O'Hearn has been promoted to advertising manager for the appliance division of Motor Wheel Corp., it is announced by L. C. Vandertill, vice president and director of sales.

Mr. O'Hearn formerly served as

assistant advertising manager. Prior to joining Motor Wheel, he was with General Motors Corp. for six years in various advertising, sales promotion, and public relations capacities.

He replaces Karl Egeler, who resigned to enter the advertising agency business in Lansing.

### Sel-Pac announces three executive promotions

The promotion of Art Bond to general manager, Walter Bond to sales manager, and Ed Lotz to chief engineer is announced by George Postlewait, president of Selwyn-Pacific Co.

Art Bond has served the company in a production and administrative capacity for the past five



Art Bond  
General mgr.



Ed Lotz  
Chief eng.



Walter Bond  
Sales mgr.

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# GAS

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BENCH TYPE OVEN FURNACES for heat treating and pre-heating — temperatures to 2000° F.



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years. He has spent a large portion of his business career in the field of high-pressure controls.

Walter Bond has represented Sel-Pac as sales engineer and as an instructor of the company's service schools.

Mr. Lotz has 23 years' experience in the design of L. P. gas and high-pressure equipment.

### Sheldon Coleman is chairman of the board of Coleman Co.

Sheldon Coleman, president of the Coleman Co. Inc. has been elected chairman of the board of directors, it is announced. He succeeds his father, the late W. C. Coleman, founder of the company and chairman of the board for nearly 60 years.

Harold Fryar, Coleman director of manufacturing, was elected to the board to fill the unexpired term of the late Mr. Coleman.

The new board chairman is past

president of Gas Appliance Manufacturers Association and the Institute of Appliance Manufacturers. He is currently on the board of the American Gas Association and is a trustee of National Warm Air Heating & Air Conditioning Association.

#### Hill rejoins Weatherhead in southeast L. P. gas post

James D. Hill has rejoined the Weatherhead Co., L. P. gas equipment division, in his former post as southeast district sales manager, with headquarters at Atlanta, Ga. He will serve the needs of dealers and tank fabricators with a complete line of L. P. gas and anhydrous ammonia equipment in the four-state area of North Carolina, South Carolina, Georgia, and Florida.

Mr. Hill's first association with Weatherhead began in 1939, and with the exception of time out for service in World War II, he continuously served the Weatherhead organization in sales on the west coast and in Chicago and later managed a warehouse for the company. In March, 1957, he left the company to enter into the gas business as a partner in a distributor organization.

#### Beam Products announces two staff additions

The appointment of David W. Reber as northeastern regional manager and R. L. Mefferd as service manager of Beam Products Manufacturing Co. is announced by L. C. Zonker, general manager.

Mr. Reber's background includes 15 years of internal com-



R. L. Mefferd  
Service Mgr.



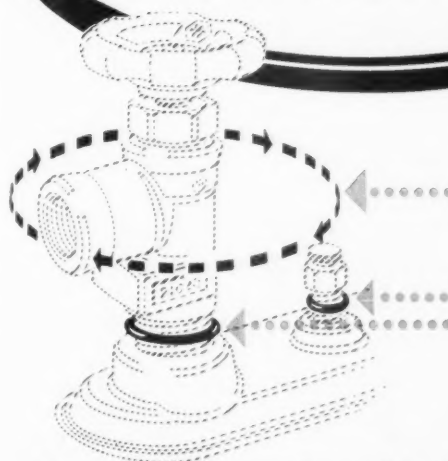
D. W. Reber  
Regional Mgr.

bustion engine sales, servicing and engineering.

Mr. Mefferd will headquarter at the Los Angeles factory. His background includes employment with Petrolane Gas Service, Apple

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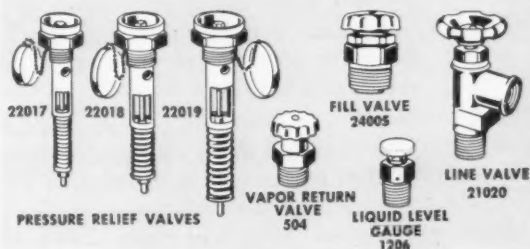
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Valley and Long Beach, and many years' experience in farm and industrial engine L. P. gas applications. He will continue to conduct L. P. gas carburetion schools throughout the country.

#### Guterman is vice president of Du Mont Laboratories

The election by the board of directors of Frederick H. Guterman as a vice president of Allen B. Du Mont Laboratories Inc. is announced by David T. Schultz, president. Mr. Guterman comes from

American Bosch Arma Corp., where he had been assistant vice president, sales and planning.

Mr. Guterman, as vice president and general manager of the industrial and military equipment division, has responsibility for product planning and marketing.

#### Utility Appliance names Chabre sales promotion head

P. L. Chabre was named national sales promotion manager of Utility Appliance Corp. and its affiliate, Mission Appliance Corp.,



J. A. Twigg  
Bastian



P. L. Chabre  
Utility

it is announced by Ben B. Breslow, president of Utility and Mission.

Mr. Chabre will continue as sales manager of Utility's Gaffers & Sattler and Occidental range divisions.

Also announced is the appointment of George Wack as district manager for Gaffers & Sattler and Utility in San Diego County, Calif.

Mr. Wack has spent many years as sales representative in the utility and manufacturing field.

#### Rego division promotes Twigg to assistant sales manager

The Rego division of the Bastian-Blessing Co. recently announced the promotion of John A. Twigg to the position of assistant sales manager of the high pressure gas equipment division. Mr. Twigg will assist J. K. Calhoun, sales manager.

Mr. Twigg has been associated with the Bastian-Blessing Co. for three years. During this time he has worked exclusively in the sale of products for the high pressure gas industry.

#### Eberl is plant superintendent at Robertshaw-Fulton division

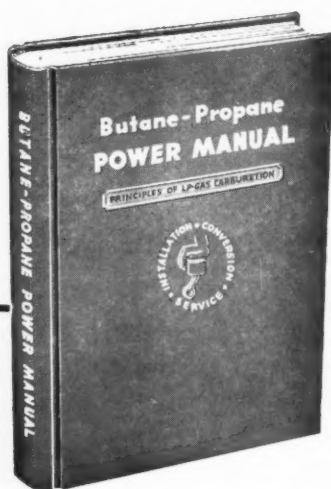
V. J. Eberl has been appointed plant superintendent of Robertshaw thermostat division, Robertshaw-Fulton Controls Co., it is announced by George H. Mertz, assistant to the general manager.

A veteran of 20 years in the manufacture of control devices, Mr. Eberl formerly was plant manager for Wisconsin Metal Products.

#### Cities Service names Hall to assistant traffic manager

George F. Hall Jr., Kansas City, has been named assistant general traffic manager for Cities Service Oil Co.'s supply and distribution division, according to an announce-

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ment by G. C. Richardson, manager of the division.

Mr. Hall will headquarter in Bartlesville, where L. C. Davidson is the division's general traffic manager.

#### McEneaney is promoted to vice president of Ransome

Edward C. McEneaney has been named executive vice president for Ransome Co., in a recent announcement made by Tallent H. Ransome, president of the Emeryville, Calif., company.

Mr. McEneaney, general manager of the company's L. P. gas division for the past five years, assumes his new responsibilities as executive vice president for the entire company operations.

He is a former vice president and director of LPGA's District No. 2, and was a state director for LPGA in California. He is also a member of the Ancient Gassers.



E. C. McEneaney  
Ransome Co.



F. P. Pickle  
Trinity

#### Frank P. Pickle joins Trinity as comptroller

The appointment of Frank P. Pickle as comptroller of Trinity Steel Co., Dallas, is announced by C. J. Bender, president.

Mr. Pickle comes to Trinity Steel from his position as cost reports accountant for the Crusader Project at Chance Vought in Dallas. Prior to that, he worked with General Motors in Arlington, Texas and Container Corp. of America in Fort Worth.

#### Schiel chosen as controller for Utility Appliance

The appointment of Walter Schiel as controller of Utility Appliance Corp., and its Gaffers & Sattler division is announced by Harry H. A. Goldman, chairman of the board and treasurer.

Mr. Schiel was for years associated with accounting departments of leading U. S. corporations in the

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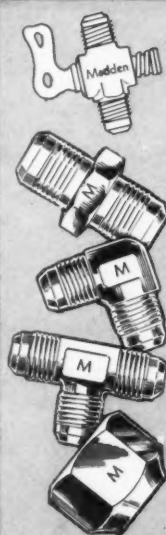
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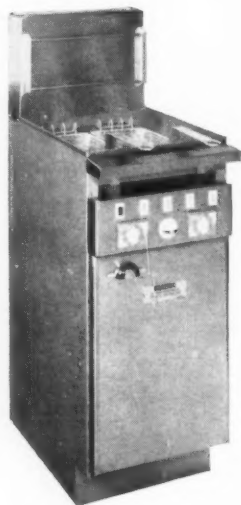
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At Industrial, Automotive, Hardware, Plumbing Jobbers  
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Charlotte, North Carolina

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Detroit area. The new executive will also serve as controller of Mission Appliance Corp., water heater affiliate of Utility.

He succeeds Leonard Vorhoeis.

#### Florence Stove Co. announces four executive changes

Florence Stove Co. announced recently that Stanley H. Hobson was elected chairman of the board of directors and that J. H. Makemson was elected a director.

George B. Colburn, who retired Aug. 31, 1957, resigned as vice president and director and A. T. Atwill, formerly president of the Quaker Manufacturing Co. division, now part of the Heil-Quaker Co., resigned as a director.

#### Uhrlandt named Crouse-Hinds director of field sales

Arthur F. Uhrlandt has been appointed to the newly created post of director of field sales for the Crouse-Hinds Co., Syracuse, it is announced by John R. Tuttle, president and chairman of the board.

Mr. Uhrlandt, with an extensive background of 27 years' sales ex-

perience in the electrical field, will direct and coordinate all activities of the Crouse-Hinds' 11 field sales divisions.

#### Ewing appointed manager of manufacturing for Ruud

John P. Ewing has been appointed manager of manufacturing for Ruud Manufacturing Co., Kalamazoo, Mich., it is announced by A. B. Cameron, president.

During the past 10 years Mr. Ewing was plant manager of the avon tube division of Higbie Manufacturing Co., manager of the Chicago plant of Houdaille Industries, and manager of the Cleveland plant of Weatherhead Co.

#### James H. Cornett

James H. Cornett passed away after a short illness, on Nov. 13, 1957, at Duarte, Calif.

Mr. Cornett had been affiliated with the L. P. gas industry for a number of years and recently served as dispatcher and office manager for Metrogas Service in the Los Angeles area.

#### W. C. Coleman

W. C. Coleman, founder and chairman of the board of directors of the Coleman Co. Inc. died in Wichita, Kansas, on November 2. He was 87.



An inventor, industrialist and lay church leader for more than half a century, Mr. Coleman was best known for the gasoline lamps, lanterns, and portable stoves which carried his name to the far corners of the world.

The company he founded at Kingfisher, Okla., in January, 1900, also was to become a leading manufacturer of heating and air conditioning equipment with factories in Wichita, LaPorte, Ind., Toronto, Canada, and Nijmegen, Holland.

Mr. Coleman relinquished the presidency of the company in 1951 and was succeeded by his eldest son, Sheldon. As chairman of the board of directors the senior Coleman retained a lively interest in all phases of the business.

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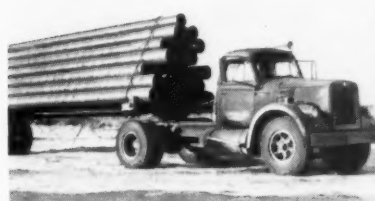
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per gallon. Latest reports show these V-8's stay on the job longer, too.

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**Steel Hauler:** "We average 40,000 lbs. of steel per load. Trips range up to 125 miles with a lot of stop-and-start driving. With our INTERNATIONAL V-8 there's less shifting on hills, it holds speed better, makes better time, keeps up with traffic."

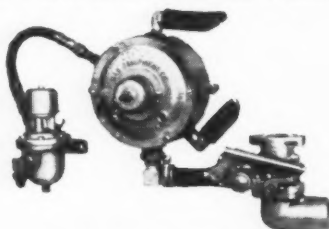
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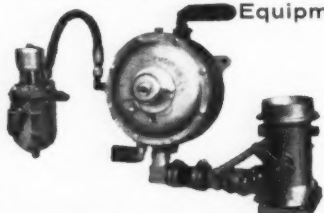
Engines up to 100 h.p.

*Engineered for Each Engine!*

5 to 500 H. P. is the power range of Century 3c Carburetors. Downdraft types are made in single, dual-throat and 4-barrel models for every truck and bus engine. Updraft carburetors are available for every tractor and lift truck engine. Combination (gasoline and LP-Gas) carburetors are available for pick-up trucks and taxis. All Century Carburetors are calibrated to the engine's performance curve and require only tune-up adjustment.



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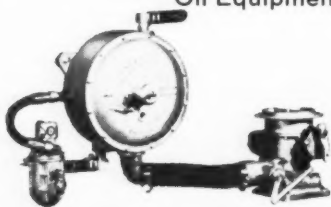
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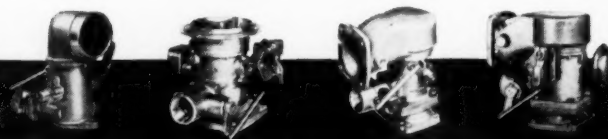
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## Butane, Propane

# POWER

CARBURETION • INSTALLATION  
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POWER SECTION

After seven years

## Galveston bus fleet still 100% LPG

By RUEL McDANIEL

**I**N 1950 Galveston (Texas) Fleet Service Inc., the maintenance subsidiary of Galveston Transit Co., started converting gasoline-powered city buses to propane. Today, with additional buses in service and most of those operating at the time of starting the conversion pro-

gram long since retired, the transit company still operates 100 per cent on propane gas.

"At the time we made our original conversions," explains Ray E. Bowen, who heads Galveston Fleet Service Inc., "our records showed that propane saved us an average of \$500 per year per bus in fuel cost over what it previously had cost us when we used gasoline. However, with the recent rather drastic rise in the price of propane, that figure has dropped somewhat. But there still is a saving to be made."

The saving effected on the fuel bill, however, is not the deciding

factor in the company's continued use of propane. The big factor is low maintenance.

The company converts all new units before they go into service, putting them on propane.

Two types of buses are used. One type of bus has the General Motors Corp. 270 engine, the other carries the Fageol 180. Both types of engines were run with gasoline before being converted to propane. The conversion jobs were done in the shops of Galveston Fleet Service.

Conversion to propane, declares Mr. Bowen, has reduced maintenance costs considerably. Today, with propane used in every unit of

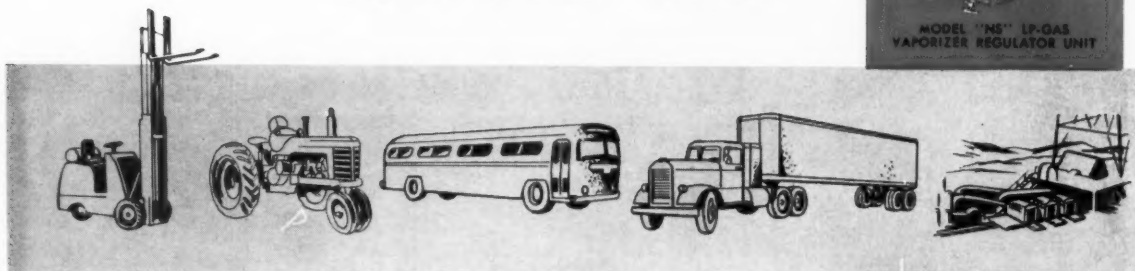
Galveston Transit Co.'s entire fleet of 44 buses operates on propane—saves on fuel cost and doubles engine life between overhauls.



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MODEL "MS" LP-GAS  
VAPORIZER REGULATOR UNIT



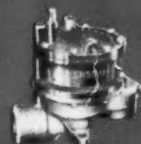
MODEL "XC"  
GAS CARBURETOR



LIQUID LP-GAS FILTER



AUTOMATIC SHUT-OFF VALVE



MODEL "B"  
FUEL REGULATOR

BUTANE-PROPANE News

the fleet, engines are overhauled on an average of every 400,000 miles. Before conversion to propane the average engine was overhauled every 213,000 miles. The company has some buses with engines that have not been overhauled after running 600,000 miles on propane.

Today, the engine receives a re-ringing job every 150,000 miles. Before conversion, new rings were necessary at an average of every 70,000 miles, according to Mr. Bowen's records.

These figures are typical of lower maintenance costs. Other lesser items are in about the same proportion as these major maintenance operations, Mr. Bowen says.

Propane has effected a material saving in the cost of oil to operate the bus fleet. Before converting to propane, the engines got a change of oil every 3000 miles and new filters every 6000 miles. With propane, the engines run 26,000 miles, average, before new oil is necessary.

"We don't get such favorable mileage on fuel, however," Mr. Bowen points out. "On two comparable runs—one bus in the fleet of Galveston Transit Co., all of whose buses are on propane—and a diesel in the fleet of Texas Transportation Co., whose equipment the company maintains—diesel produced 9.2 miles to the gal., compared to 5.3 miles by the bus fueled with propane."

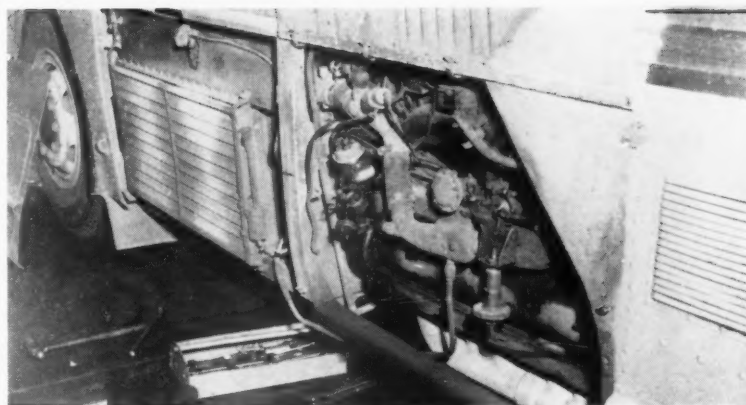
The Galveston vehicles make more stops per ride. Under the same conditions this difference would be less.

General Motors engines are converted to propane by utilization of Century Model H regulators and 3-C carburetors, while the Fageol engines carry Ensign K-91 carburetors and Model R regulators.

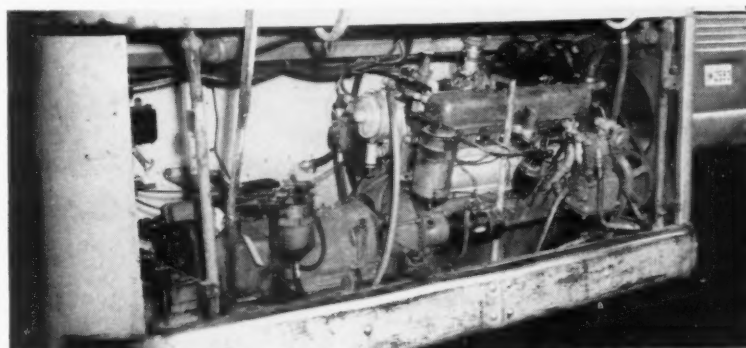
The Fageol engines carry Parkhill-Wade fueling systems, with twin fuel tanks having a combined capacity of 105 gal.

The GM units have specially-designed tanks built under company direction by North Texas Tank Co. and passed specifically by the Texas Railroad Commission. They are "barrel" type tanks, holding 37 gal. each, for a total of 74 gal. for the GM-powered buses.

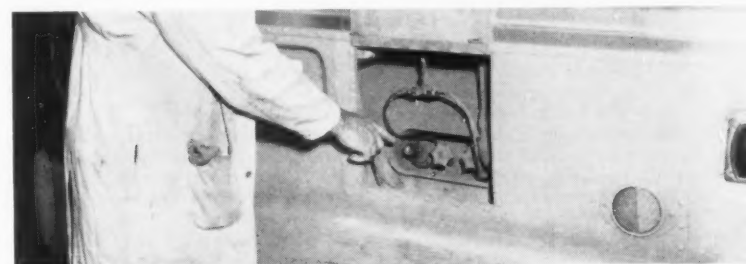
The operation of installing the tanks required that the two units



Horizontally mounted Fageol Twin Coach engine has complete Ensign carburetion installation. Bus design permits use of single 105-gal. fuel tank.



Converted GMC engines are fitted with Century carburetion. This one was originally a gasoline model—conversion was easy.



Fuel tanks are filled with quick connection system. Double tanks in GMC buses are bridged together and fill from a single connection.

be bridged together. The shell of the tanks is 7/32 in. thick and the heads are 3/16 in.

"We are hoping for a stabilization of the price of propane," Mr. Bowen says anxiously. "We were enjoying an approximate 25 per cent saving in fuel until comparatively recent price rises. There is no question as to the economy of propane over other fuels, so long as the price of propane remains in line.

"Where we are hurt about as

much as a raise in price of propane is the tax. Regardless of what we pay per gallon of fuel, the tax is the same, and that works to the disadvantage of propane, if it continues to go up.

"After seven years' experience with propane we still like it. Particularly we like the economy effected in our maintenance operations—and we only hope that the butane-propane industry does not price itself out of the competitive fuel market."

# IN STOCK!

## tanks from SANTA FE STEEL, inc.



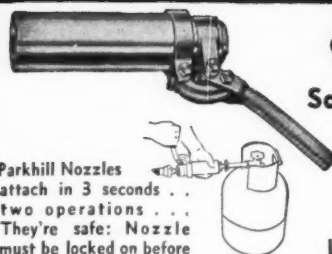
Massey-Harris "50" tractor converted using  
Santa Fe Cat. No. H-6 Tank (19 Gal. W. C.)

HUNDREDS OF FRESH, new 1957 LP-Gas tractor tanks are available from stock when you order from Santa Fe Steel, Inc. All popular models of Santa Fe's famous "Custom-Built" tanks can now be shipped immediately, saving you costly delays or lost sales.

That's just one reason for Santa Fe's leadership. The H-6 tank, pictured here, shows many more. Low positioning, unsurpassed visibility, fast refueling and easy installation are all features that assure

satisfaction for your customers and added profits for you.

All of these important added advantages are built into every model in Santa Fe's "Custom-Built" line of LP-Gas tanks for tractors, trucks and taxis. Write or wire today for prices, complete specifications and stock list from Santa Fe Steel, Inc. (formerly Santa Fe Engineering & Equipment Co.), P. O. Box 587, or phone us at Diamond 3-8169, Tulsa, Oklahoma.



Parkhill Nozzles  
attach in 3 seconds . .  
two operations . . .  
They're safe: Nozzle  
must be locked on before  
fuel can discharge. Upon  
release gas escapes  
away from hands . . .

**No Cold Burns!**



### Safety Hose Nozzles

- QUICKER FILLING
- SAFER OPERATION
- LOW MAINTENANCE

Write for Information

**PARKHILL-WADE**

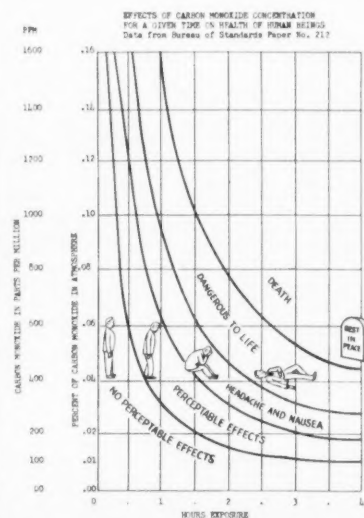
2264 Huntington Drive, San Marino, Calif.

## Insurance company suggests conversion of factory trucks

All of us can remember the time, not so long ago, when every fork lift or industrial truck conversion included a battle with the insurance company carrying the coverage on the factory or warehouse in which the converted unit was to be used. This reluctant attitude is rapidly being corrected, and in the case of several leading casualty insurance companies it has been replaced with active cooperation.

Such a case was recently brought to our attention by R. R. Moulden, Ensign carburetor distributor for the Southeastern states. He sent us a copy of a report submitted by the safety engineering representative of a leading insurance company to the manager of a large manufacturing company in Georgia, after making a series of carbon monoxide tests on LPG and gasoline driven forklifts around the factory premises.

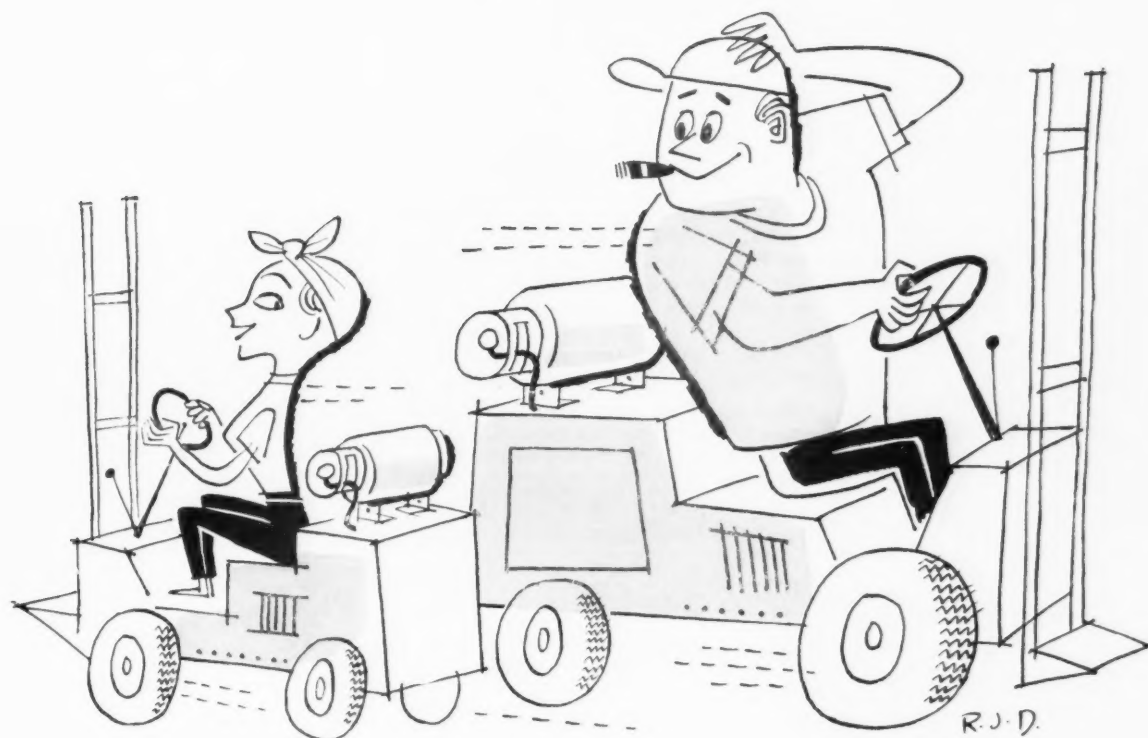
We are pleased to quote below the findings and recommendations from this report. Bear in mind that the CO measurements were in each case taken after the vehicles had worked in the specified areas from two to four minutes, and immediately after their departure. The LPG conversions were made by replacement of the gasoline carburetors with special LPG units, and the final adjustments were made by a highly skilled mechanic with a passion for accuracy. The findings apply only to this particular operation, and similar CO read-



BUTANE-PROPANE News



# Keep your Lift Truck customers happy— supply LP-Gas in cylinders **BUILT TO QUALITY STANDARDS**



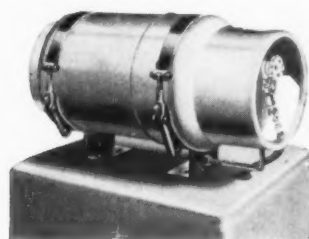
**P**REST-O-LITE Cylinders have earned a reputation for high quality the world over. And PREST-O-LITE Cylinders for lift trucks are built to the same high standards. Their design was developed with the cooperation of lift truck manufacturers and the LP-Gas industry. They are inspected and

tested well beyond NBFU and ICC requirements.

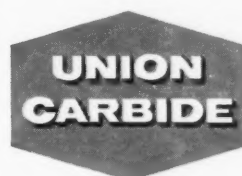
*Yet, PREST-O-LITE Cylinders for lift trucks cost you no more than other makes.*

Four standard sizes of PREST-O-LITE Cylinders for lift trucks are available from stock. Valves, gauges, and fittings are installed at the factory.

For details and prices of PREST-O-LITE Cylinders, call your nearest LINDE office. LINDE COMPANY, Division of Union Carbide Corporation, 30 East 42nd Street, New York 17, N. Y. Offices in other principal cities. *In Canada:* Linde Company, Division of Union Carbide Canada Limited.



*Linde*



The terms "Linde," "Prest-O-Lite," and "Union Carbide" are registered trade-marks of Union Carbide Corporation.

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INSPECTED  
POWER OPERATED DISPENSER  
FOR FLAMMABLE LIQUIDS  
#1

## Here's why . . .

A pioneer in LP Gas Dispensers, Texoil Equipment is tops in the nation. Texoil Dispensers are Underwriter Labeled and meet all PROPOSED Weights and Measures regulations. Never obsolete . . . always modern. Upgrade your LP Gas motor fuel sales. Take a new look at the profit angle and remember . . . your customers will gladly pay filling station prices for filling station services. Bulk plant operation is a thing of the past . . . dead as yesterday's newspaper.

Write us for full information including the name of nearest tank manufacturer who can supply you with Texoil Dispensers as a part of a complete unit.

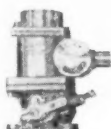
Pioneers in LP Gas Dispensers

**TEXOIL EQUIPMENT, Inc.**

1816 COCKRILL • DALLAS, TEXAS • NA 3-3888

**ALGAS**  
gives you **ALL!**  
you need in LP-GAS  
CARBURETION  
EQUIPMENT for any  
installation

- A Complete Line of Equipment
- Includes All The Important Features
- Proven Record of Trouble-Free Performance
- Easy To Install, Economical To Use
- Write today for complete information



LP Gas Carburetion & Gas Plant Equipment

Dealers Wanted

**AMERICAN LIQUID GAS CORPORATION**

1109 Santa Fe Avenue Los Angeles 21, Calif.

ings on a less accurate job could be much less favorable. We quote:

## "FINDINGS:

1. L. P. type trucks do not produce carbon monoxide in detectable quantities.
2. The operation of present gasoline-powered trucks results in production of carbon monoxide in definite measurable quantities.
3. Warehouses and trailers with reduced ventilation retain carbon monoxide much longer than well ventilated areas.
4. The use of L. P. type vehicles is safe in all warehouses checked.
5. The use of gasoline-type vehicles in poorly ventilated areas creates a definite health hazard to employees operating the trucks and to other employees working in the vicinity.

## RECOMMENDATIONS

Rec. #57-26—Load all trailers with the L. P. type fork trucks only.

Rec. #57-27—Use gasoline type trucks in well ventilated areas only.

Rec. #57-28—Instruct all employees operating the gasoline powered lift trucks of the hazards encountered when these trucks op-

erate in poorly ventilated areas.

**NOTE:** Even though these 3 recommendations are completed, it is very urgent that all of the lift trucks and tow motor trucks be provided with L. P. type fuel systems as soon as possible."

P. S. Moulden has the order to complete the conversion of this factory fleet.

## Marvel-Schebler expands carburetor equipment field

A. B. Pulliam, vice president and general manager of the carburetor division of Marvel-Schebler products division, Borg-Warner Corp., announced recently that the division is expanding its operations in the field of propane carburetor equipment.

Marvel has been active for several years in the replacement and service of propane carburetors for farm tractors, materials handling and power equipment.

Mr. Pulliam said that the expansion of Marvel's propane carburetor business will partly be attained through the acquisition of designs and manufacturing equipment of the Century Gas & Equipment Co., Paramount, Calif., which will enable it to supplement its line of complementary items.

In conjunction with the propane carburetor development and sales, Mr. Pulliam announced the appointment of Frank Pilling as



Up goes four RCA Whirlpool combination washer-gas dryers—lifted by an LPG-powered Clark fork lift truck equipped with a carton-lifter (inset). Scene is the Whirlpool Corporation plant, St. Joseph, Mich.

manager of LPG operations and Jack Crossman as sales manager of Century Products. Mr. Pilling and Mr. Crossman have been connected with the Century Gas & Equipment Co. for several years.

Production of the Century Gas carburetion products will be done in the Marvel-Schebler products division plant at Decatur, Ill., with better facilities for shipping from this point. Century's west coast customers are advised to order through the Century warehouse at Century Gas & Equipment Co., c/o Pesco Products, North Hollywood. Representatives and key personnel of Century remain in the same positions and field personnel remain in their same areas to continue as before with their customer relations.

### Wall Street Journal tells of swing to LPG for power

"More Motorists Turn To Butane, Propane, Slash Fuel Expenses" was the headline of a front page article in the November 15, 1957, issue of *The Wall Street Journal*.

Authored by *Journal* staff reporter William G. Smith, the article begins with use of LPG for private automobiles but takes in company car fleets, trucks, taxi cabs, and buses. The author reports that 10,000 individual car owners will have converted to LPG during 1957 and 100,000 commercial vehicles will do the same thing.

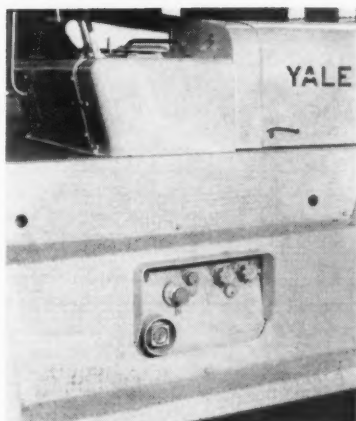
Reported are the savings in maintenance and fuel costs and several examples of fleets now using LPG. Also in the article is a run-down on the properties of LPG, the mechanics of converting, and a wide variety of agricultural uses.

### Yale & Towne's G-3 trucks factory-equipped for LPG

Yale & Towne's new G-3 series of industrial lift trucks are available factory-equipped for LPG operation in all four models.

The trucks utilize either a straight, friction clutch transmission or Fluid Couplant transmission. A 36 gal. LPG tank is installed in a protected position under the truck with fittings and gauges readily accessible.

New channel construction on the G-3 line is claimed to provide



LPG tanks are located in a protected but readily-accessible position on Yale & Towne's new G-3 series industrial trucks.

300 per cent more visibility for the operator. Capacities available are 15,000, 16,000, 18,000, and 20,000 lb. Lifting speeds are all 65 ft per minute.

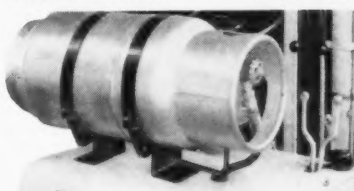
### Kwik-Mix introduces LPG on its Moto Bugs

Newest innovation introduced on the Moto-Bug by Kwik-Mix Co., Port Washington, Wis., is L. P. gas equipment. The Moto-Bug, a power material handling tool, is built for use as a flat bed, hopper or fork lift carrier.

Lower price of the gas, plus reduced losses due to spillage and evaporation, makes use of L. P. gas equipment an economy measure. Factory sources also point to increased savings through longer engine life and less maintenance when L. P. gas is used. Uniform burning rate of L. P. gas results in a smoother operating engine, while complete combustion eliminates a considerable amount of the objectionable fumes encountered during inside work.

The new L. P. gas power unit is available on both the S-10 and the larger R-15 Moto Bug models. Carrying capacities of the S-10 are: with tilting platform, 1500 lb; with 10 or 15 cu ft gravity dump hopper, 1500 lb; with hydraulic fork lift, 1000 lb (15 in. load center) to 6 ft. Comparable figures for the R-15 are: tilting platform, 2000 lb; 15 or 18 cu ft gravity dump hopper, 2000 lb; hydraulic fork lift, 1500 lb (15 in. load center) to 7 ft.

### CHANGE CYLINDERS IN LESS THAN A MINUTE!



### LPG TANK MOUNTING BRACKETS for Materials Handling Equipment

New Improved Design!

Safe, Sure and Simple! Use with any Materials Handling Equipment that has space for an I.C.C. Tank; either 20, 33 1/3 or 43 1/2 lb. Horizontal or vertical mounting. Positive locking holds tank firmly. Exceeds N.F.P.A. Requirements by 100%. Used by many of the nation's leading industrial firms. See your distributor or write.

USER PRICE \$24

Write for New Quantity Prices

#### LPG FUEL INDICATOR KIT

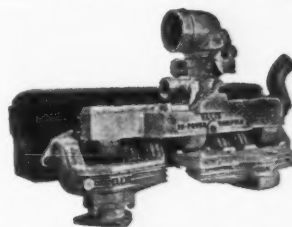
End expense caused by "Out of Fuel." Red Warning light flashes when LPG is low. USER PRICE \$11.90

### BRAKE MANUFACTURERS INC.

1711 Race

Cincinnati 10, Ohio

### DON'T RAISE THAT COMPRESSION! . . . install an ELLIS (extra cold) MANIFOLD



Leading LPG engineers are sold on the merits of Ellis Bu-Power (Extra Cold) Manifolds. These manifolds give high-compression performance with low-compression reliability. Head gasket, ring and bearing troubles are minimized.

Get the most out of your LP truck with an Ellis Dual Exhaust Manifold. This latest addition to the Ellis line has proven far superior to the so-called improved 3 1/2 x 4" exhaust systems in test after test under actual road conditions.

By lowering combustion chamber temperatures and reducing back pressure, Ellis Dual Exhaust increases horsepower. Used with the Bu-Power Manifold, it gives your truck power that exceeds gasoline horsepower. This is possible only with an Ellis Manifold.

#### ELLIS MANIFOLD CO.

3134 East Washington Blvd.  
Los Angeles 23, California

Phone  
LUdlow  
8-6388

In most cities dial information for the number of Ellis Manifold Distributor.



# CLASSIFIED Advertising

All Classified Advertising payable with order. Copy must reach publisher's office prior to the 1st of the month preceding publication. Address: Classified Advertising Material, BUTANE-PROPANE News, 198 S. Alvarado Street, Los Angeles 57, Calif.

## DISPLAY CLASSIFIED

\$12.00 a column inch per issue. Choice of 18, 14, 12, 10 pt. display type for headings. Set with 1 pt. border. Maximum ad size 3". No cuts permitted. Publisher will set ad for maximum effect in space purchased.

UNDISPLAYED CLASSIFIED 15¢ a word. Set in 6 pt. type without border. \$3.00 minimum charge per insertion. If Blind Box number card of B-P News is used, count as five words.

POSITION WANTED. Undisplayed rate is one half of above rate, payable in advance.

DISCOUNT OF 10% if full payment is made in advance for four consecutive insertions of undisplayed ads.

## SITUATIONS WANTED

OPERATE LPG, HEATING, APPLIANCE, CONVERSION business. Can show proven record of ability, with references. Salary and commission or will make down payment with term payoff for eventual ownership. Anywhere U. S. Reply Box 68, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

POSITION WANTED: MANAGER Propane Bulk Plant business. Ten years' experience operating own Plant. Have ability getting along with customers and help also profitable operation ability. Good references furnished. Prefer California or South West. Reply Box 73, BUTANE-PROPANE NEWS, 198 So. Alvarado St., Los Angeles 57, Calif.

## HELP WANTED

SALESMAN TO CALL ON LPG DEALERS. Excellent opportunity with progressive Mid West Company. Good earnings. Selling experience required. Bulk, cylinder and plant operation helpful. Reply Box 66, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

MANAGER OF RETAIL LPG STORE. Excellent opportunity for earnings and advancement with expanding Company. LPG sales and service experience necessary. Reply Box 72, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

TWO LPG SALESMEN. MUST BE EXPERIENCED. One to travel Minnesota and Wisconsin and one to travel New England States. Right opportunity for right man. Reply giving education, experience, salary expected, etc. All replies strictly confidential. Reply Box 65, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

EXPERIENCED MAN IN ALL PHASES OF L. P. Gas including sales, service, and the ability to handle men. Good personality and willing to work most essential. Vicinity Chicago, Ill. Give references, age, education, experience and salary desired in first letter. Reply Box 71, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

## WANTED IN THE PACIFIC NORTHWEST

Man thoroughly experienced in all departments of LPG domestic and industrial installations, including knowledge of dispensing equipment for trucks and bulk plants. Permanent position with large established company. Good salary to qualified party. Give full information covering working background and personal data to:  
**BOX 70, BUTANE-PROPANE News**  
198 So. Alvarado St., Los Angeles 57, Calif.

## EMPLOYMENT SERVICE

OIL INDUSTRY EMPLOYMENT SERVICE. 405 Tuloma Building, Tulsa, Okla., phone GI-75974, Tom Robinson, Owner. Employers-employees write us.

## BUSINESS OPPORTUNITIES OFFERED

LPG BULK PLANTS. WE SPECIALIZE in selling petroleum properties throughout Midwest. Have number desirable plants for sale. OLE BRODD, PETROLEUM MARKETERS, 605 Produce Bank Bldg., Minneapolis, Minnesota.

FOR SALE OR LEASE: PROPANE GAS Business, with 30,000 gallon storage, and two delivery trucks. Shows excellent profit for 1957. Easy Terms. Write P. O. Box 145, Ord, Nebraska.

FOR SALE: INDEPENDENT INCORPORATED L.P.G. business with plumbing, heating and appliances, two Missouri locations, 3,000 or more customers, 4 bulk trucks, 1 transport, 8 delivery and service trucks, plenty of storage. Reply Box 69, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

FOR SALE: BOTTLE GAS AND APPLIANCE business, sold 1400 bottles last year. Appliance and T V sales very good. Will sell at invoice price and give you the business. Terms. Write P. O. Box 145, Ord, Nebraska.

FOR SALE: UTILITY AND INDIVIDUAL L.P.G. Tank Business; appliances, sales and service, located in Eastern New Mexico. Priced right. Approximately 900 customers. Reply Box 61, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

## FOR SALE — TRUCKS - TRAILERS

FOR SALE—TRUCKS, TRAILERS—FOR something different in propane tanks, see Master Tank & Welding (Dallas) advertisement in this edition.

FOR SALE: 1952 GMC Model 450 TANDEM bulk truck, 1830 W.G. Twin Tank, Viking LZ200 pump, Neptune 433 print-o-meter, 50 hoses 1" and 1/2", 3-way B.H. transmission, propane carburetion. Tires, paint and condition very good. Only \$3,750.00. Replacing with larger unit. Judd Skelgas, Chadron, Nebraska.

FOR SALE: TRUCKS, TRAILERS, NEW T-1 neck down Transport, 8187 gallons W.C. meets latest ASME Code ruling. Priced right and ready to go. Master Tank & Welding Co., P. O. Box 5146, Dallas, Tex.

USED PROPANE DELIVERY TRUCKS, 1200 GALLONS W.C. Presently in use and being replaced with larger units. United Petroleum Gas Co., 4820 Excelsior Blvd., Minneapolis 16, Minnesota.

TRANSPORTS: SINGLE OR TWIN barrel; new or used; for lease, or sale on budget or rental sale plan. If you want maximum payload, with all of the latest equipment engineered to fit your truck, roads, and your hauling problem, get the LMC PAYLOADER  
Contact Lubbock Machine & Supply Co., Inc., Drawer 1589, Lubbock, Texas.

## FOR SALE—TRUCKS - TRAILERS - Cont.

HAUL MUCH MORE GAS! LOAD AND UNLOAD FASTER! Users say, "Nor-Tex Units are the best answers to today's need for profitable delivery units." You can save as much as 1000 lbs. with 202B material, aluminum skirts and cabinets. High-flow piping with INCREASED capacity pump, meter, hose reel and hose now boosts deliveries to 50 GPM. Vapor manifold permits easy simultaneous loading and unloading of twin tanks with either compressor or liquid pump. These popular, carefully engineered and sleek designed Nor-Tex Single and Twin units are produced in four attractive models: The "Standard"—The "Custom"—The "Payroll Special" and the "De Luxe." That's not all! Twin units, up to 2000 WG, are mounted on 84" cab to axle. Start hauling more gas and less steel. Do it profitably and in much less time. Phone, wire or write for prices now. NORTH TEXAS TANK Co., Denton, Texas. Phone Central 5416.

FOR SALE: 1952 ONE-TON CHEVROLET TRUCK, with 500 gallon propane tank, full skirted, complete with hoses, meter, pump, and compartment for hauling bottle gas. Good condition. Dobbins Propane Gas, Inc., Burwell, Nebraska.

USED TRANSPORTS FOR SALE: SEVERAL Twin-Barrel, 250# Propane Transports, late model Columbian, single and tandem axle, complete with tractors. Priced right and in excellent condition. Ready to go. Write Dixie Gas, Inc., Marks, Mississippi.

FOR SALE: USED PROPANE DELIVERY Truck, 1952 IHC L-180 with 3-speed trans., 2-speed axle, 1500 W.C. Tanks. Complete and ready for service. A clean unit. Very good rubber. Canada Bros., Inc., Bertrand, Nebraska.

FOR SALE: 5600 GALLON PROPANE TRANSPORT and 1953 White Tractor on gasoline or propane. Reply Box 67, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

## PRICED FOR IMMEDIATE RELEASE

3—6000 gal. W.C. tandem axle twin transports. 3—5200 gal. W.C. single axle twin transports. Located in New York area—good condition—Ready to roll—terms.

**NATIONAL PROPANE CORPORATION**  
Box 14, New Hyde Park, N. Y.  
Fieldstone 3-7100

## FOR SALE

Used 6000 W G Twin Barrel U W 1950 250# Fruehauf Transports \$4,750.00; also new 7800 W G Drop Neck 250# Yucca \$10,950.00 and used 7000 W G Fruehauf Blimp 250# Transports \$6,750.00. Delivery to most northern cities \$200.00 additional.

Write for pictures and details

**IRVIN F. NELIS ASSOCIATES**

4800 Navigation Blvd., Houston 23, Texas



# CLASSIFIED Advertising



## FOR SALE—TRUCKS - TRAILERS - Cont.

### TRINITY BULK TRUCK UNITS

In Stock — Immediate delivery Twin 1400 through 2450 WG your chassis or ours.  
Get ready for the winter rush and call, write or wire: RED DOWNING

TRINITY STEEL CO., INC.,  
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**DELIVERY UNITS: SINGLE OR TWIN BARREL.** Our prices are competitive. We invite comparison between the equipment and price on our units with any competitive units. We believe we can give you the highest payloads per pound of gross vehicle weight. Write, wire, or phone, Lubbock Machine & Supply Co., Inc. Drawer 1589, Lubbock, Texas.

## FOR SALE—TANKS - CYLINDERS

### NOW—IMMEDIATE DELIVERY

250# WP Propane Storage Tanks, 1000 thru 3380 Gallon 46" diameter, 2180 thru 7880 gallon 60" diameter, 9050 thru 16,800 gallon 84" diameter. Phone, write, wire, blueprints furnished.

Red Downing, Trinity Steel Company  
Dallas, Texas Phone FL 7-3961.

### SKID TANKS

— IN STOCK NOW —

3000 gallon size built especially rugged for oil field use. Write, wire or phone

Lubbock Machine & Supply Co., Inc.  
P. O. Drawer 1589  
Lubbock, Texas

## FOR SALE—MISCELLANEOUS

**DIXIE SEMI-LOCK HOODS.** ALUMINUM and Aluminum coated steel. Wall bracket or free standing. GUARANTEED mechanically for life. \$3.00 up. Dixie Manufacturing Company, Elizabethtown, Kentucky. Box 65. Phone Collect RO-5-9229.

**FOR SALE—IMMEDIATE DELIVERY:** Eureka Smokehouse Burner Assemblies! For meat smoke houses using bottled gas. Completely automatic. Clean filtered smoke. Distributes heat uniformly. Low gas consumption. Automatic temperature and pilot control. Less product shrinkage. Easily installed. Write for descriptive pamphlet. Eureka Equipment Company, P.O. Box 396, Beloit, Wisconsin.

### SERVEL GAS REFRIGERATORS

BN600A S600A S400A

Used: Guaranteed in good operating order. Excellent condition. Low delivery cost anywhere. Send for illustrated folder NOW.

#### BEACH REFRIGERATOR CO.

196-11 Northern Blvd. Flushing 58, N. Y.

Phone Flushing 7-6161

## FOR SALE—MISC. Cont.

DECALS MADE FOR TRUCKS, EQUIPMENT. Small or large quantities. Catalog free. Mathews Co., 827 S. Harvey, Oak Park, Ill.

### VAPORIZERS

600 to 1000 gallons per hour

Designed and engineered for Hot Mix Asphaltic Concrete plants.

SALES \* \* \* RENTALS

HOT MIX EQUIPMENT AND FUEL CO.

Phone 4900 Stillwater, Okla. Box 842

## WANTED—MISCELLANEOUS

WANTED: BUTANE STORAGE TANKS, capacity 10,000 to 30,000 gallon, W. C. Describe completely as to openings, diameter and length. Also light weight—2,000 to 10,000 gallon tandem transport. Reply Box 62, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

## EDUCATIONAL SERVICES

The L. P. Gas Industry is growing—are you prepared to grow with it? . . .

Important jobs must be filled NOW in:

- Research & Development
- Sales
- Distribution
- Supervision and Management

You can qualify with a degree in GAS FUEL TECHNOLOGY

18 months course sponsored by the LPGA

For information write: Mr. Earle A. Clifford

SOUTHERN TECHNICAL INSTITUTE  
Chamblee, Georgia

## PROFESSIONAL SERVICES

CLIENTS OFTEN INCREASE PROFITS 2% or more by using my cost reducing bulk and bottle operating procedures and sales procedures. Property evaluations and special assignments also handled. Floyd F. Campbell, Management Counselor, 821 Crofton Ave., Webster Grove 19, Mo.

### L. P. GAS INSURANCE

Have your agent write us about our Complete and Comprehensive Coverage for Adequate Limits of Liability at Reasonable and Normal Rates with Specialized Safety Engineering and Claim Service. Available only in Alabama, Arkansas, Arizona, Georgia, Kansas, Louisiana, Mississippi, New Mexico, Oklahoma and Texas.

PAN AMERICAN FIRE & CASUALTY COMPANY

Earl W. Gammage, President

P. O. Box 1662 Houston, Texas

## PROFESSIONAL SERVICES Cont.

### PROPANE GAS PLANTS

ANHYDROUS AMMONIA PLANTS

Designed and Installed

PEACOCK CORPORATION

Box 268, Westfield, N. J.

### SYSTEMATIC CREDIT MANAGEMENT

for the LPG dealer covering

- credit sales
- collections
- personnel training
- credit management

"Not A Collection Agency"

W. E. LOCKE, Consultant

96 Toledo Way San Francisco, Calif.

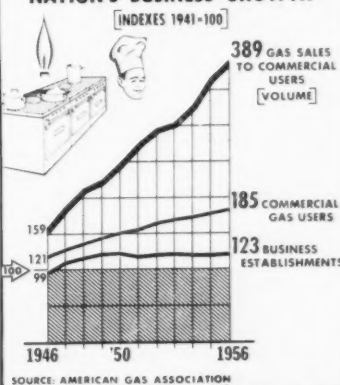
### INDIVIDUALLY DESIGNED Ammonia and LP Gas Plants

H. Emerson Thomas & Assoc., Inc.  
Westfield, N. J.

## BUSINESS RECORDS

BUSINESS RECORD FORMS. ALL-WEATHER EZE-SNAP delivery invoices, for use when making LP gas metered truck deliveries. 1000 sets (3 part) imprinted with name, address and telephone. \$18.00 per 1000 sets. DEGREE DAY SYSTEMS, WOODSIDE 77, L. I. N. Y.

### COMMERCIAL GAS USE EXCEEDS NATION'S BUSINESS GROWTH



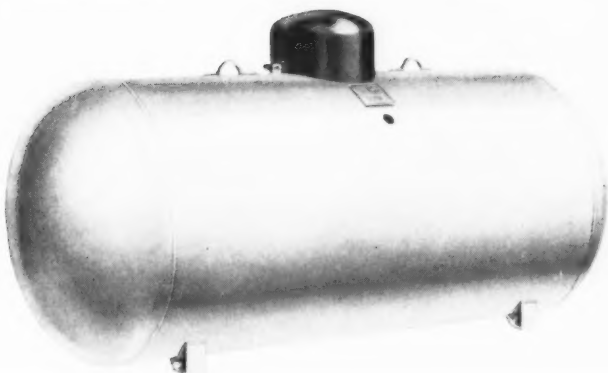
Commercial gas customers in the United States are growing at a faster rate than retail business establishments. Volume of commercial gas sales has almost quadrupled since 1941. Americans spend more than \$17.5 billion per year on meals consumed outside the home, and 9 out of 10 of these meals are cooked with gas.

## Advertisers

\*These advertisers carry additional information on their products in the 1957 Butane-Propane Catalog.

Company Name	Page	Company Name	Page	Company Name	Page
*ACF Industries, Inc.	Third Cover	Gas Equipment Mfrs.	—	Radiator Specialty Co.	96
Aluminum Co. of America	—	General Electric Co., Electronics Div.	—	Ransome Co.	—
*American Liquid Gas Corp.	104	*General Gas Light Co.	51	Reznor Mfg. Co.	77
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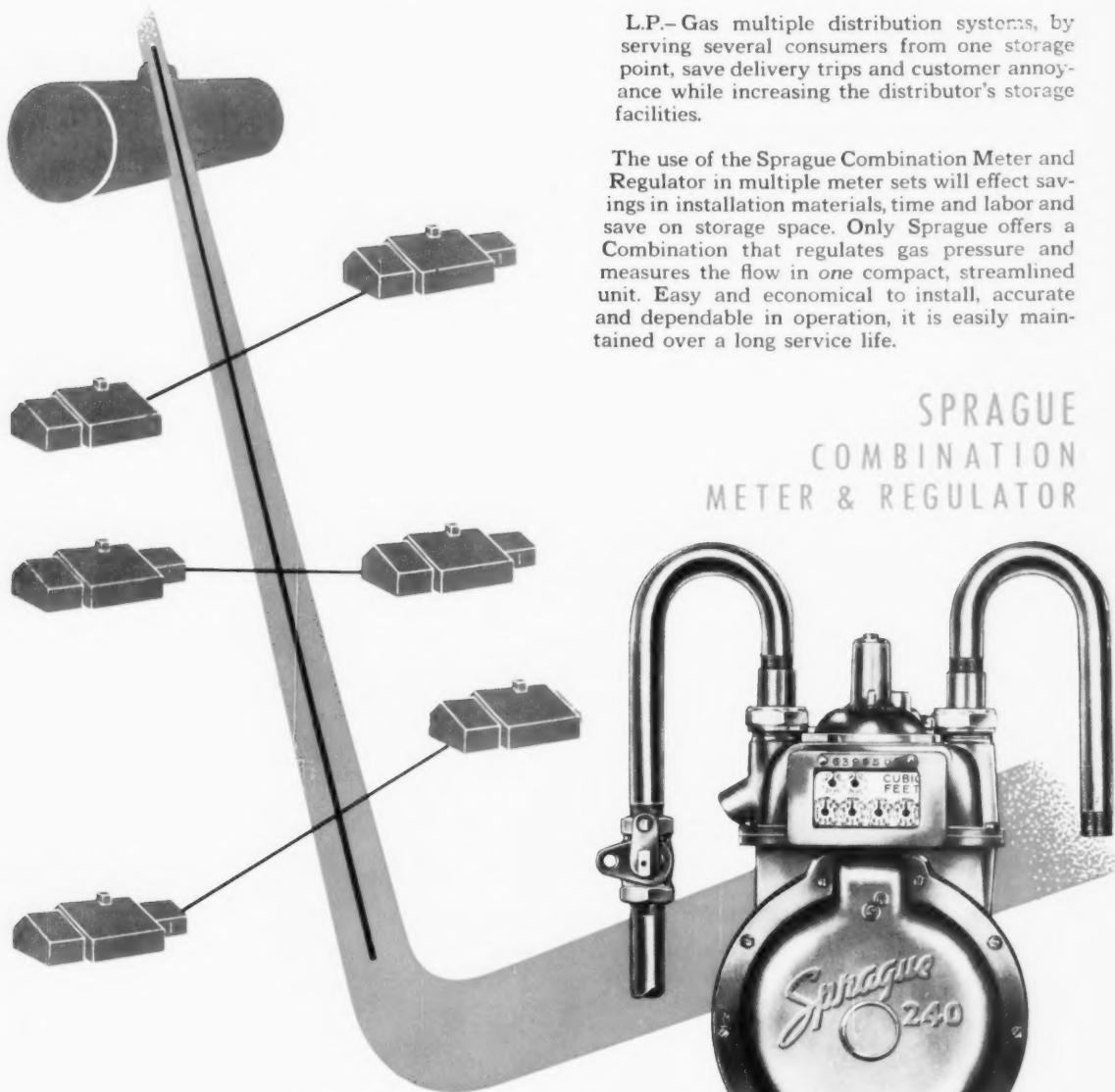
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